IDG World Update

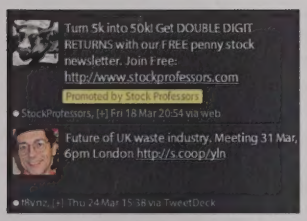
2 MAY 2011
VOLUME 41, NUMBER 17

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Tweetbook program offers a new take on social advertising

IDG Global Solutions creates combined Twitter, Facebook ad program



This is an example of how Tweetdeck sets up promoted tweets on its application; Stock Professors is one of Twitter's clients. The proposed IDG Tweetbook program would use a more subtle method of showing ads from vendors, in the style of something like #poll by @ clientaccountname.

For quite some time, **Martin Meyer-Gossner** has been hearing the same question over and over again from IDG business units: "How can we monetize our branded Twitter accounts and Facebook fan pages?" Now, IDG Global Solutions' Strategic Marketing and Sales Services director has come up with a prototype sales program, Tweetbook Campaigns, to answer that question. The concept can be used by IDG Global Solutions sales teams to sell multi-country programs to clients — bringing in revenue to a group of IDG affiliates — or by individual business units selling to local advertisers.

The Tweetbook program will enable clients to advertise in IDG-branded Twitter streams and Facebook fan pages. Meyer-Gossner said that clients will provide their tweets and status update content and the IDG account or page will publish it alongside a hashtag such as #promotion by @clientaccountname or #poll by @clientaccountname. An entry on the wall of a Facebook fan page would have similar content. "Every country that wants to offer Tweetbook programs could easily integrate those in their sales offering based on a CPM level [fans + followers = reach] or by selling it through a fixed-price model," he said.

Even if a client chooses to buy a program on just one of the social networks, it will still be considered a Tweetbook campaign, "as it illustrates to clients the upsell opportunity," Meyer-Gossner said.

IGS is in the process of pitching the concept to clients and is currently awaiting feedback from Cisco. In the meantime, the sales team encourages IDG business

continued on page 6

Editors share their thoughts on best ways to use Twitter

While IDG editors rely heavily on Twitter to promote their publications' stories and writers, they also use it to follow breaking news, get story ideas, poll readers, maintain industry connections and even teach the elements of good grammar and good waffle making. IDG World Update asked a sampling of editors to share their Twitter strategies.

***Jason Wilson**, GamePro group managing editor; http://twitter.com/jason_wilson; nearly 1,000 followers*

Wilson

"I use Twitter for a variety of reasons and post several times a day. It's a soapbox for what I'm thinking about in the gaming industry. It's how I let my followers know what I'm playing, what I'm going to review or preview or what I think is cool and interesting (or dull and dreary). I ask questions of my followers, poll them on issues and interact with my followers to not only help spread the GamePro brand but to make what I hope are strong ties between readers, colleagues and other people in the industry. I also use it to teach my followers about copyediting, grammar and the principles of good writing, something that's important to me and that a number of my followers care about. As an editor at a gaming publication, I follow other video-game editors and writers, developers of games, publishers of games and some gamers whom I feel have something interesting to say. I only allow followers who are interested in what I say — no Twitter bots or people just looking to follow large numbers of others in the hopes of gaining followers."

***Jason Snell**, Macworld VP and editorial director; http://twitter.com/jsnell; nearly 20,000 followers*

Snell

"I use Twitter to keep in touch with my colleagues, ask and answer questions from followers, hear about breaking news, receive interesting Web links, promote what I'm working on, and talk about my personal life, like making waffles for my kids.

"For example, when a new Apple product comes out I end

continued on page 4

Inside this issue

McGoverns donate $10 million for brain institute in China *page 2*

IDG Connect site named finalist for Digital Product of the Year *page 2*

Mobile development services offered to IDG business units *page 2*

One on one: IDC Russia/CIS' Robert Farish *page 3*

Celebrating 10: Macworld's Sue Voelkel *page 8*

in brief newsworthy

IDG Connect named finalist for Digital Product of the Year by PPA

IDGConnect.com has been shortlisted for Digital Product of the Year (in the Business Media category) at the prestigious PPA Awards, presented by the Periodic Publishers Association. This puts it up against a host of business websites, including BrandRepublic.com, BMJ.com, NursingTimes.net and TES.co.uk.

The PPA is one of the largest trade associations and leading magazine trade bodies worldwide, and this award nomination recognizes IDG Connect for its success in commercial growth via multiple products, user functionality and the community interaction that it has built over the past 12 months. The nomination follows a significant website redesign and platform build.

"This is great news for the Connect team and shows the rapid development we have made over the past year from both a brand and product perspective. I am pleased for all the team that their work and dedication has been recognized," said **John O'Malley**, CEO of IDG Connect.

Results will be announced on June 15.

For more information, visit www.theppaawards.com.

TheNewsMarket: free online video library

In a recent post for his onVideo blog on IDG Central, IDG News Service Video Content Manager **Nick Barber** provides an overview of The NewsMarket.com, an online library that offers a large supply of b-roll, talking heads, photos and audio files. Content is free for journalists, and all of the content is delivered digitally via FTP. Barber includes video with examples of how he has used NewsMarket content.

McGoverns donate $10 million for second Institute for Brain Research at China's Tsinghua University

*Among those at last month's signing ceremony in Beijing were (l-r): **Hugo Shong**, chairman of IDG Greater China; Robert Desimone, director of McGovern Institute for Brain Research at MIT; Yigong Shi, executive vice dean of the School of Medicine of Tsinghua University; IDG Chairman **Pat McGovern**; Lore Harp McGovern; and Bo Hong, deputy director of the School of Medicine of Tsinghua University.*

Twelve years after donating $350 million to MIT to establish the McGovern Institute for Brain Research, IDG Chairman **Pat McGovern** and his wife Lore Harp McGovern have pledged $10 million to establish the IDG/McGovern Institute for Brain Research at Tsinghua University in Beijing. Ongoing support will be provided through two foundations – the IDG China Foundation and the Harmony Foundation – created by IDG China and the management team of IDG Capital Partners, IDG's Beijing-based venture capital fund.

The agreement was signed by McGovern; Gu Binglin, principal of Tsinghua University; and Song Jun, vice chairman and secretary general of the Education Foundation at Tsinghua, at a ceremony coinciding with Tsinghua's centennial celebration. Lore McGovern; Dr. Robert Desimone, director of the McGovern Institute for Brain Research at MIT; **Hugo Shong**, chairman, IDG China; Shi Yigong, executive vice dean of the School of Medicine at Tsinghua University; and Liu Guosong and Zhong Yi, professors from the Neuroscience department of Tsinghua's School of Medicine, were all present at the signing ceremony.

"My wife and I are very pleased to assist in the establishment of this institute," McGovern said. "The dream of understanding how the human brain works is now within our grasp. I am confident that in the next decade this institute will play an important role in discovering cures for mental illness and brain diseases, and we are proud to play a part in making this happen."

More information about the McGovern Institute for Brain Research can be found at http://mcgovern.mit.edu.

WU

New agreement provides mobile development services

Christina Carstensen, director of mobile strategy for IDG Global Solutions, recently announced that IGS has negotiated a deal for mobile development sevices that will benefit IDG business units worldwide.

Black Mobile, a company that has worked with IGS on other development projects, is available to work with business units that want to produce mobile and tablet sites.

The a full-service agreement includes the site set up, device detection service, hosting ad serving and reporting, all for a cost of US$2,000. Carstensen posted a document with details and screenshots in the Mobile Hub community Group on IDG Central. Check the Mobile Supplier Library folder on the group's page.

Write to christina_carstensen@idg.com.

WU

one on one the interview

Robert Farish
IDC's VP and regional managing director for the Commonwealth of Independent States (CIS) countries is this week's columnist. He is based at IDC Russia/CIS in Moscow. Reach him at rfarish@idc.com.

IDC Russia/CIS at-a-glance

Year IDC Russia established 1996

Number of employees 39, allocated as follows:
25 in Russia
9 in Ukraine
5 in Kazakhstan

Most recent accomplishment
Successfully extending IDC IT Security and Datacenters Transformation Roadshow to Kazan in the oil-rich Republic of Tatarstan.

Q What's IDC's status in the region among other IT market research competitors?

A Thanks to IDC's fairly early decision to set up an operation in Russia we have the reputation as a very well-established player here. In the last nine years our events business has also very much helped to reinforce the IDC brand in Russia.

It has proved quite difficult for local research companies to build to any scale in Russia — especially in IT research. Typically vendors prefer to deal with international suppliers — and IDC is very well placed in this respect. Unlike Gartner or Forrester, we are directly present and not represented by a local partner in Russia, Ukraine or Kazakhstan. Thus, at the local level, customers have the reassurance that they are dealing with the "real IDC" and not an intermediary. Of course having a local team also means it is easier for us to stay in touch with the local market.

Q How would you describe the Russian/CIS IT markets and their potential for growth? What are the fastest-growing segments?

A As one of the world's largest supplier of oil and natural gas, it is now pretty well accepted that the fate of the Russian economy is closely linked to global energy markets. While prices for natural resources – especially oil and natural gas – are high there will be plenty of money for Russia to invest in the modernization of its economy and infrastructure. The recovery from the slump in late 2008 was accelerated by the rebound in the price of oil, which is still at historically very high levels.

Russia's successful bids to hold the Winter Olympics in 2012 and the Football World Cup in 2016 also show the extent to which the country has now become confident and ambitious on the world stage. Both of these projects are likely to drive fair amounts on infrastructure investment that will be good for both the IT and telecoms markets.

Generally I would characterize the last 10 years as being a period in which large Russian companies and the government built IT and telecoms infrastructure in the country. During the next 10 years the focus will shift to the consumer and to the citizen. Russians are generally very tech savvy but the process of monetizing their newly established relationship with the Internet is only its earliest stages. Likewise the Russian government has very ambitious eGovernment plans and sees technology as critical in reforming archaic business processes and as one tool in the fight against corruption.

Despite the explosion in the use of smart phones and big recent increases in the number of people with broadband Internet access, the development of mobile services in Russia still lags behind many ICT markets of similar size. This has mainly been due to the policy of operators who were very late to launch 3G networks in Russia. It has also been the case here that platforms driving growth in the US and Europe — Google Android and Apple iOS — have been comparatively less successful in Russia. In this country operators do not subsidize the purchase price of mobile phones so, for example, here if you want an iPhone 4 you have to pay the full purchase price of over $1,000.

If I was investing in IT in Russia today then I would look at areas like online gaming, social networking, Internet commerce and the infrastructure needed to support such applications: commercial datacenters, hosting services and mobile applications.

Q How important are events for IDC Russia/CIS?

A Our business in the CIS countries is divided pretty evenly between IDC's standard research products, custom research and events. There is an excellent synergy between these three lines of business. The standard research is the basis of our core expertise, custom research enables us to make additional margin on this expertise and the events both reinforce our branding and add an additional dimension to our relationship with the IT vendors. Events have been the means by which we have driven the expansion of IDC Russia's business into the other large Russian cities outside of Moscow.

Q What are some of the challenges/difficulties in doing business in Russia? How does this impact IDC and its employees?

A In recent years the biggest challenges for me has been the helter-skelter nature of Russian market development. Plus, Moscow has become one of the world's most expensive cities to live in. In early 2008 we were in an environment where our market was growing at over 30% per annum and salaries (and the cost of living) were booming to keep pace. By the end of the year the economy was in free fall and parts of the IT market had all but frozen. Most of the big IT players were laying off significant numbers of staff. Now in 2011 demand is now picking up again and the whole cycle looks like it will likely begin again. It's a challenge to both deliver the results IDC management expects and to keep the team motivated when

continued on page 7

More thoughts on using Twitter well

Computerworld Editor-in-chief **Scot Finnie** had the following tips for Twitterers:

- Don't try to game Twitter. Don't treat it as a one-way monologue for story promotion. Your followers pay attention to real people with real observations, not an RSS feed that tweets. Besides, if you're only promoting your own content, you're not being generous, you're being self-serving. Twitter abhors obvious self-promotion — unless you're already a media/Twitter darling.
- Offer a balance of several types of tweets, including insights in your area of expertise, truly interesting personal observations (but don't go overboard), links with brief comments to other people's content you value and links to your publication's content.

- Interact with the people you follow and the people who follow you. Do this every day. Be generous. Reply to people who mention or retweet you.
- Limit hashtags to two per tweet.
- Personal accounts should always have descriptive bios.
- All editors should be at least dabbling with Twitter.
- Someone on staff should become educated on Twitter metrics/analytics.
- Promote the tweets of your main account and make it easy to follow that account online and in print.
- Publish the Twitter account name of every staff author as well as freelancers if possible, both on your masthead and somewhere on every story they write.
- Tweet quotas are a bad idea.
- Share/train the best practices of your leading Twitter users.
- Tweet about your interests.

Twitter

continued from page 1

up doing a lot of Q&A right on Twitter. I've also tweeted before Apple product briefings, asking the users what questions they have, so I can incorporate those into my list of questions for Apple. When Macworld posts an important story I invariably tweet it ASAP. I probably tweet too often — dozens per day, although lots of those are replies that only the recipient ends up seeing."

"I follow people who are interesting and have something to say and generally are people I know. I don't generally follow people with a million followers. Fellow journalists, analysts, my IDG colleagues, smart people in the tech industry — that's who I follow.

"When I started tweeting four years ago, I had no strategy at all. Twitter was just an experiment. But my initial decision was to make @jsnell my personal account, covering all of me — work and personal — rather than just a sectioned-off part of me. Occasionally people tell me they don't want to hear me tweet about anything but Apple, and I tell those people they are welcome to follow @macworld instead, but if they follow @jsnell they are getting all of me. Occasionally I question that decision, but generally I think it's the right one, and I get feedback from people who say the reason they like following me on Twitter is that they do get all of me, not just a sanitized RSS feed."

***Scot Finnie**, Computerworld editor-in-chief; http://twitter.com/ScotFinnie; more than 3,000 followers*

Finnie

"When you tweet, you should be generous with insight or information. It's akin to professional haiku. There should be something intrinsically valuable to the people who are following you. With that in mind, it's important to follow only people you're truly interested in. Twitter is not, or at least should not be, a popularity contest. You should value the quality of the Twitter streams of the people you follow far more than the number of people who follow you. The first piece of advice new Twitter users hear is truly bad advice. I say *don't* follow everyone who follows you. Follow only people who tweet things of interest to you. That way your timeline becomes incredibly valuable.

"Polling our followers about what they'd like to see in Computerworld isn't a good way to use Twitter. Twitter is a tool the primary use of which is sharing brief bits of information, such as a personal insight, a link to a great article or a funny anecdote. I tweet almost every day (including weekends), anywhere between five and 30 tweets a day. I don't think there's a magic number. What you tweet is far more important. I might tweet about a very specific area of coverage (say, Private Cloud) and even ask whether it's great hope or hype. But any nuance at all that I'm using Twitter as informal market research in a self-serving way would be bad form on Twitter.

"I do get story ideas from watching my Twitter timeline several times a day. I frequently pass along tweeted URLs or the gist of tweets to our reporters, news editors, feature editors and others. Twitter gives me ideas for column topics for myself and others.

"All of Computerworld uses Twitter to promote our content as it's published. Every staffer has an account, as do many of our regular contributors and bloggers. When we tweet a CW story, we also promote the Twitter account of the author, something that has proved to be a successful strategy."

***Matt Egan**, PC Advisor U.K editor., http://twitter.com/PCAdvisor; more than 7,000 followers*

Egan

"PC Advisor uses Twitter to converse with existing and potential readers, industry contacts and even, on occasion, commercial partners. It's a two-way street — we spread the word about PC Advisor to a different audience but also find out about what's happening in the world of tech that much quicker.

"For instance, when we post a poll or run a survey we ask our Twitter followers for their views. Similarly, if there is a contentious piece of editorial we might challenge our followers for their views. More prosaically, we tweet about subscription or software download offers, new print issues being on sale, etc. We have feeds for specific areas of our site — News, Reviews, etc. — that exist primarily to increase the number of inbound links to our site and the number of page views therein.

"The main @PCAdvisor feed tweets a few times an hour during our working day, depending on what we have to say and what reactions we are getting. Our News, Reviews and TV feeds post every time content is uploaded.

"Twitter is a conversational, not a broadcast, medium, and the major benefit is educational. You find out interesting developments first on Twitter. Until fairly recently if the Gmail server appeared to be down, you'd call Google PR. Now you check out what your industry insider Twitter friends are saying and put in a Twitter search for 'Gmail down.'

continued on next page

Haiku helps CW editor add interest to daily tweets

Computerworld Senior Editor/ New Media **Mike Barton** puts a bit of a linguistic twist on some of his tweets that point followers to CW editorial content. He said he started Daily Tech Haiku a couple of years ago "to help break up the feed of everyday retweets and posts, add spunk and highlight a juicy topic."

Barton, who works out of San Francisco, chooses the topic of the haiku by looking at Computerworld.com's top stories and aims to repromote a significant story that may have been tweeted earlier in the day. He finds that the poems are fairly easy to create and tests them with a couple of other editors to make sure that fitting the teaser into the 5-7-5 syllable style captures the essence of the story correctly.

One recent example that he said captures the nugget of the issue raised in the story is: "Browser wars redux / Firefox 4 off like rocket / But fails to move share" http://cwrld.us/gggmmK.

As far as positive feedback, "retweets have been the sincerest form of flattery," Barton said. "We get a lot of them, especially compared with more run-of-the-mill tweets."

In addition to breaking up the regular Twitter feeds with haiku, Barton also does a daily "What's up with that?!,'" which highlights a can-you-believe-it topic, and "Have your say," that highlights a topic readers have been talking about, and if there are enough comments he notes the number in brackets, to tease that it is a hot topic in comments.

Write to mbarton@computerworld.com or check out his haiku tweets at http://twitter.com/#!/Computerworld.

"As well as all the IDG tweeters we can find, we follow the official tweets of companies whose products we review, rival technology titles and interesting industry insiders.

"In the past we would throw up as many stories as we could, regardless of how interesting they were. We'd follow back anyone who would follow us. Now we take the view that both sides of the conversation are as important as each other, and the principle metric is not how many followers you have but how many people are interacting with you. Our style is more conversational, and we tend to retweet individual editors' tweets rather than sending them directly from the @PCAdvisor feed. This way we are engaging our audience in a more human way and boosting the profile of our editors, which in turn boosts PC Advisor."

***Brian Carlson**, CIO.com online editorial director; http://twitter.com/bcarlsonCIO; nearly 2,000 followers*

Carlson

"We started like most publishers, just pushing our content out there, trying to build traffic and audience for our websites. Then, as we all started seeing there was more to the medium than just promotion, we started using it as a communication tool, as a supplement to instant messaging and e-mail and use it now as a source of information and news, as well as a outreach tool for connecting to vendors and PR.

"So I use Twitter to promote content, keep abreast of breaking news and industry trends and connect to our user base. Many of our writers use it to get story ideas, explore sources for stories and to make important industry connections that can lead to more collaborative relationships. We have found several contributing bloggers on Twitter and have generated stories and quotes from Twitter users as well.

"I tweet around 20 times per day. It depends on how busy I am, what interesting news I find and stories we are doing I want to tell people about. I follow people I'm interested in — mostly tech people, writers, industry analysts — building my audience as a publisher and ignoring all the spam and other garbage associated with social media. I make lists and groups in Tweet deck that help to filter out the useless info.

***Elana Varon**, CIO executive editor; http://twitter.com/elanavaron; more than 900 followers*

"I try to tweet at least once a day — at a minimum to let my followers know about a good story we've published, or something I've read or listened to that I think they'll find useful or interesting. I also use it to tell followers about our events and awards programs. (If I'm at one of our events, I'll tweet about what's happening there.)

"Twitter is most valuable for me personally as a way to keep an eye on emerging trends, get story ideas and maintain relationships with sources who also use Twitter who can point me to smart and interesting ideas. If I'm looking for an expert to address a specific topic, I'll ask my followers for help. I have a pretty eclectic list. I follow CIOs, experts in topics that I want to keep up on, my colleagues and professional contacts. I also follow feeds from a few news organizations and magazines, writers I like and a few people just because they're interesting.

"I'll also use Twitter if I need to set up an interview or ask someone a simple question — it's faster, sometimes, than e-mail."

***Mitch Betts**, Computerworld executive editor, http://twitter.com/mitchbetts/*

"Like many of our editors, I tweet about selected Computerworld stories with links. But I carefully select the stories that I think will interest my particular set of followers. And I don't always go with the headline. I try to point out what I found most interesting about the story, which could be some quirky angle or tidbit buried within. The general goal is to give our stories wider exposure. I also created two Twitter Lists — one of tech analysts (e.g., IDC, Forrester and Gartner) and one of IT management consultants that I call "CIO advisors" — that I follow during the work day. Those tweets point me to research reports and blog posts that often turn into story ideas or sidebar material."

***John Dix**, Network World editor-in-chief; http://twitter.com/JDNWW; nearly 600 followers*

Dix

"I tweet at least once a day and use it to publicize the work of our group and to point at other interesting developments across the industry. I follow researchers, tech experts, practitioners and industry gadflies, but I also have lists built to follow certain topics and find that can be helpful for fast-breaking news, especially in the area of network security. Since not all industry influencers use Twitter in an interesting way, it is really a matter of finding people that matter who also use Twitter to disseminate interesting information and opinions. That means some lesser names end up being more important than some big-name folks, but I'm constantly tweaking my lists." WU

noteworthy people

Promotions

Kamoroff

PCWorld Deputy Art Director **Beth Kamoroff** has been promoted to art director. "She assumes management of the print art department and will continue to oversee the new print design," said **Kimberly Brinson**, PCW managing editor. "In addition to diligently performing the multiple duties of her day job, Beth helps out with design for Content Works, designs PCWorld's Superguides and e-pubs and has just completed a revamp of magazine house ads touting PCWorld on Twitter and Facebook. Beth started her IDG career back in 1993 as an associate designer at NeXTWorld (remember the NeXT?). She moved over to PCWorld in 1996 and became associate art director in 2000. She's been deputy art director since 2007. *bkamoroff@pcworld.com*

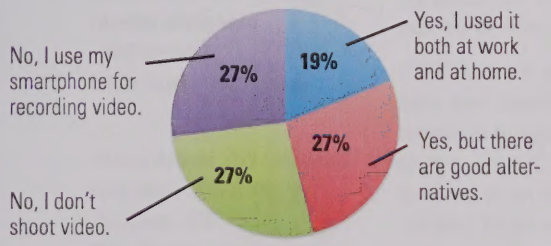
Returning employees

Gibson

Stan Gibson joins **IDG Enterprise**'s Custom Solutions Group as senior managing editor. He has 28 years of technology writing, editing and webcasting experience. He was most recently principal of Stan Gibson Communications, a global technology communications consulting firm where he produced nine live webcasts for IDG and Dell. He has worked as executive editor of eWeek and news editor of Communications Week. In the late '80s he worked at Computerworld as senior writer and senior editor, covering IBM. He won the Jesse H. Neal Award from the American Business Press as executive editor of PC Week. He spends his free time "encouraging my three daughters in their pursuits of musical theater, basketball and classical music. *sgibson@idgenterprise.com*

Question of the Week results for April 25

Will you miss the Flip video camera?



Log on to www.idgcentral.com to vote on this week's question:
Did you watch any part of Great Britain's royal wedding on April 29?

Continue the conversation on "modern social advertising" on IDG Central

IDG Global Solutions' Strategic Marketing and Sales Services Director **Martin Meyer-Gossner** has posted some thoughts on the new frontier of including advertising in the context of Twitter feeds and Facebook wall posts. Read the "Modern Social Advertising" post on the Social Media World community group on IDG Central and share your comments.

Tweetbook

continued from page 1

units to grow their Twitter and Facebook base and build new topic-based accounts on these social networks so that advertisers will be motivated to participate with pages and accounts that have significant numbers of followers.

Meyer-Gossner

"It's easy to increase the reach and relevance of our brands by offering clients social networking target groups," Meyer-Gossner said. "Some countries have used their Twitter accounts already to support campaigns, but none have yet tried to package the social networking properties they own. We hope the Tweetbook campaign format will be useful for them."

Write to martin_meyer-gossner@idg.com.

WU

Fans, follower data from IDG-branded sites now being collected on IDG Central

In order to sell the Tweetbook program across multiple countries, IDG Global Solutions staff will need to know what IDG-related Twitter accounts and Facebook fan pages exist and how many fans and followers they have, updated in real time.

Ideally, that comprehensive information should exist in an easily accessible database. However, the mechanism to collect and display that data didn't exist – until just recently. A beta version is now available in the Social Media Knowledge Center on IDG Central.

Realizing that any IDG office would find it useful to see this kind of social networking site data, IGS' **Martin Meyer-Gossner** connected with the staff at IDG International Publishing Services in Boston, which manages IDG Central, to explore how a database might be created and displayed. Since the IPS IT team also manages a database that collects information for the IDG Media Kit, IPS Systems Manager **Patrick Kenney** suggested adding IDG-branded Facebook and Twitter IDs to the list of product information business units must provide for the annual IDG Media Kit.

The media kit data collection process runs from April 20 to May 20 this year. In the meantime, IPS Senior Developer and Network Manager **Don Botts** has created an IDG Central page to show what the Facebook data looks like, using the Facebook API to display the Like counts, updated in real time. Visitors can view the fan pages sorted by audience (C-level executives, channel, consumer technology and enterprise technology) and region (Asia/Pacific, Europe, Latin America, North America). The "likes" for each page is shown, updated in real time, as well as the total likes by region or audience.

Currently just a small sample of IDG-branded Facebook pages appear, but by June, when the Media Kit data collection process ends, many more will be posted. Botts will begin working with the Twitter API in the coming weeks. Any business unit that would like its Facebook fan pages listed now may contact Patrick Kenney.

Write to patrick_kenney@idg.com.

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Debbie Winders *IDG Enterprise*
Brian Clarke *IDC*

20
Paula DeMeo *IDG*
Mandie Johnson *Macworld U.K.*

19
Trace Weatherford *IDC*
York von Heimburg *IDG Germany*

18
Dawn Kezar *IDG Enterprise*
Mary Dolaher *IDG World Expo*
Malgorzata Brudniak *IDG Poland*
Zdena Vratislavova *IDG Czech Republic*

16
Karen Smalarz *IDG*

15
Albie Minkovitz *IDG Research Services*

14
Robert Amatruda *IDC*

13
Tanja van Bladeren *IDG Netherlands*

12
Vernon Turner *IDC*
James Nagle *IDC*

11
Jay Gumbiner *IDC*
Paul Honens *IDC*
Susan Feldman *IDC*
Atsuo Yamamoto *IDG Japan*
Masatoshi Ono *IDG Japan*
Dagmar Schuetze *IDG Germany*

10
Cheryl Patfield *IT World Canada*

9
Loren Drennan *IDC Canada*

8
Nelva Riley *IDG Communications*
Duncan Newell *IDG Enterprise*
Linda Grier *IDC U.K.*
Ladislav Piprek *IDG Czech Republic*

7
Christine McKay *IDG Enterprise*
Lynn Holmlund *IDG Enterprise*
Daniel dos Santos *Now!Digital Business (Brazil)*
Mitsuyoshi Nishimura *IDC Japan*
Rene Heuser *IDG Germany*

6
Melinda Maginn *IDG Strategic Marketing Services*
Rachan Reddy *IDG Ventures Vietnam*
Klaus Krabbe *IDG Denmark*

5
Maarten de Kwaadsteniet *IDG Netherlands*
Johanna Billenman *IDG Sweden*
Akiko Kawakami *IDC Japan*
Manfred Riepl *IDG Germany*

4
Marie Jerbrant *IDG Sweden*
Lars Dobos *IDG Sweden*
Hitoshi Ichimura *IDC Japan*
Daniel Feith *IDG Germany*
Merete Midtgaard *IDG Denmark*
Emily Taylor *IDC Canada*

3
Renee Arnold *IDG Enterprise*
Tara Shea *IDG Enterprise*
Jay Chou *IDC*
Célia Sodré *Now!Digital Business (Brazil)*
Juliano Chaves *Now!Digital Business (Brazil)*
Martin Eckhardt *IDG Germany*
Regina Hermann *IDG Germany*
Carolin Grünwald *IDG Germany*
Thomas Dyer *IDC Canada*

2
Ashley Wilson *IDG Strategic Marketing Services*
Tim Lohman *IDG Australia*
Jeroen Boer *IDG Netherlands*
Tatiana Abramova *IDC Canada*

1
Brian Zimmerman *IDG List Services*
Malene Brandt *IDC Nordic/Denmark*
Lisa Banks *IDG Australia*
Ben Tumminaro *IDG Netherlands*
Diego Cicarelli *IDC Brazil*
Patricia Alves *Now!Digital Business (Brazil)*
Ricardo Zeef Berezin *Now!Digital Business (Brazil)*
Monika Kukulj *IDG Germany*
Halyna Kubiv *IDG Germany*
Nathalie Feeney *IDC France*
Ales Langer *IDG Czech Republic*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

One on one

continued from page 3

they have to experience (sometimes simultaneously) the worry of salaries not keeping pace with the cost of living and the fear that a downturn might put their jobs at risk.

Q How did you go from being a technology journalist in the U.K. to your current position with IDC?

A I guess for your younger readers it might be difficult to appreciate just how momentous the changes were that took place in Russia and Eastern Europe at the very end of the 1980s and the beginning of the 1990s. Today, in the age of the Internet, there are fewer secrets and you can just hop on a plane to almost anywhere in the world. Back then, these countries had been isolated from the rest of the world for decades, we didn't know too much about them and they were largely untouched by western journalism. I was working as a technology journalist in London at the time and the appearance of dozens of ' new' countries opened up huge opportunities to budding journalists like me as there were few established correspondents and most publications were not set up to cover these places. The industry was in the doldrums in the U.K. at the time so I figured I had little to lose if I quit my reporter's job and set myself up as a freelancer in Moscow.

I joined IDC about five years later. Journalism was fun but it was badly paid and I wanted to understand the things I was writing about more deeply. It was also getting harder to sell my articles as the novelty value pieces on Russia had all but expired by then.

If IDG had not existed then frankly I doubt things would have ever developed for me this way. One of my first customers in Russia was the IDG News Service and unlike any of its rivals, IDC is the only company that has been ready to invest in an office in Russia. If I had wanted to work for Gartner, for example, I would still be waiting today. WU

celebrating 10!

Name
Sue Voelkel

Home
San Francisco

Joined IDG
July 2000 as Online Copy Editor for Macworld.

Career path
I went from online copy editor, to print copy editor, to assistant managing editor, to managing editor.

Current title
Managing Editor, Macworld; I manage the workflow and schedule of publishing the print magazine, and I manage the copy desk.

Three things I do in a day's work
Remind editors of upcoming deadlines, discuss layouts with the art department, copy edit a section of the print magazine.

Latest accomplishment
I learned to surf on New Year's Day, 2011, in Santa Cruz, Calif. I actually got up on the board a few times. This day was one of the happiest of my life. I could have stayed in the water all day and night.

What's kept you at IDG for 10 years?
The people and the flexibility. And the benefits.

Best way someone could compliment you on your work
I think any compliment is nice, but one that's accompanied by a free beer is even better.

View from your work space
I look out onto the freeway, so my view isn't too exciting, but at least I have a window.

Interests outside the office
I used to have a lot of interests, but then I had kids. No, really, I love them dearly, but I'd be lying if I said my major interests now didn't include obtaining sleep and free time.

Family
Valerie is my partner of 14 years. We have two kids, ages three and five.

Of what accomplishment at work are you most proud?
I'm proud of every issue we put out, to be truthful. But I finally got our style guide online (it's still a work in progress, though), and doing that was a big deal. I think the editors find it useful.

What ability do you wish you had?
Well, I wish I could fly. But if we're talking an ability that humans could actually attain, I'd say I wish I could pull off some serious fight moves, but I can't decide if I'd rather be a master of kung fu or tae kwon do.

Sue Voelkel *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner honoring her 10 years of service to IDG.*

First job?
Concession stand at a water theme park.

What it taught you?
You definitely can drink too much Cherry 7-Up. Also, never work at a concession stand in a theme park ever again.

Your idea of a perfect day alone?
Morning stop at Tartine for a tasty pastry, the beach (rain or shine, preferably surfing in a beginner-friendly area), an ice cream cone, and then pizza (from Amici's, of course), beer (a nice porter or stout), and a book or a movie at home.

If you won the lottery tomorrow, you would
I'd do a few things, but the most important would be opening a center dedicated to science, a place where public-school teachers and interested adults can hone skills on teaching science to students and their kids, and provide a place where teachers and the community in general have access to scientists and can participate in research. And I'd set up a foundation to award scholarships to people who want to enter into a career in science — specifically, medical science, oceanography and planetary science.

Manager's profile
"We hired Sue to be an online copy editor — our very first dedicated to that task! Over the course of time, we've ended up with a unified copy desk and had numerous managing editors. Sue keeps our monthly magazine process on track and has handled all of the changes we've had to make to our process in order to adapt to an online world with aplomb.

— Jason Snell, VP/editorial director, Macworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Robert Farish *IDC Russia/CIS*
Patrick Kenney *IDG IPS*
Martin Meyer-Gossner *IDG Global Solutions*
Karen Ren *IDG China*
Matthew Smith *IDG Connect International*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

10 JANUARY 2011
VOLUME 41, NUMBER 1

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Inside this issue

IDG Vietnam organizes banking, CSO events in Hochiminh City *page 2*

IDG Germany targets Android market with AppWelt *page 2*

Update on Macworld's iPad app *page 2*

One on one: IDGNS Multimedia Manager and Video Content Manager Nick Barber *page 3*

IDG Connect uses ongoing research to entice new clients *page 4*

Facebook apps engage PCW and MW readers, provide feedback *page 5*

New cartoon caption contest *page 8*

IDC Japan's Takeuchi wins FY10 IDG Chairman's Cup

IDG Chairman **Pat McGovern** has announced that IDC Japan Managing Director **Masato Takeuchi** has won the FY10 IDG Chairman's Cup for Management Excellence. "I am pleased to recognize Takeuchi-san for outstanding management performance during the past 10 years and maintaining a high level of profits for IDC Japan during that entire period," McGovern said.

In FY10, IDC Japan's operating margin was 20%, which was the most profitable IDG business unit in terms of size of profits after the U.S. The business unit has 65 employees based in Tokyo.

Takeuchi, who is also a member of IDC global senior management team, has "built a very strong management and employee team at IDC Japan and focused them on delivering the highest quality research and customer service to clients," McGovern noted. "As a result, IDC Japan's reputation today with clients is extremely high, and IDC is one of the most respected international company brands in Japan," he added.

Takeuchi

Before joining IDC Japan in 2000, Takeuchi was general manager of sales and marketing, and director/senior director of sales, at VeriSign Japan. From 1985 to 1997, he served in various capacities at Japan Digital Equipment Corp.(now Hewlett-Packard Development Company, L.P.), including sales training director, consulting division manager and telecom sales manager.

Write to mtakeuchi@idcjapan.co.jp.

Turkish publisher launches CIO brand, awards event

The first CIO Awards event for IDG's publishing partner in Turkey, held Dec. 13 in Istanbul, capped off a CIO-focused year for the company, which also launched a stand-alone CIO magazine and website in March.

Previously, the Dunya Group of Companies had been publishing PC World as well as a Computerworld title that was co-branded as CIO, but the time was right to introduce a dedicated CIO brand, said **Murat Yildiz**, director of Dunya's IT publications division.

"There wasn't a magazine in the market that provides vision to CIOs and emphasizes the significance of their role," Yildiz said. "We have been receiving very positive feedback from readers and advertisers. Although we launched at a time when most companies already had their yearly advertising plans in place, we are expecting the ad ratio to go up significantly in 2011."

CIO Turkey will have 12 issues this year, with a print run of 10,000 and a paid/controlled circulation mix that the team aims to set at 3,000 controlled within six months. The first issue ran 86 pages with 20% ads, 20% local content and remaining content from CIO US, Computerworld publications in several coun-

continued on page 5

***Murat Yildiz**, director of IT publications for Dunya Group of Companies (left), presents an award to Akkok Holding CIO Mehmet Hakan Korkmaz.*

CIO Turkey includes local content supplemented by stories from the IDG News Service and CIO and Computerworld titles around the world.

in brief newsworthy

IDG Vietnam organizes banking, CSO events in Hochiminh City

*IDG Vietnam and ASEAN CEO **Tam Le** (right) watches dignitaries from partner organizations officially open the Banking Vietnam Conference.*

IDG Vietnam held two concurrent events in Hochiminh City in early December, its 13th Banking Vietnam Conference and the second CSO Conference and Awards, which this year encompassed the ASEAN region.

The Banking Vietnam Conference was held in conjunction with the State Bank of Vietnam and had the theme "Toward Modern Banking Services." The three-day event offered its 1,500 attendees a chance to hear 29 local and international speakers from leading IT vendors and banks discussing IT banking solutions such as technology application for banking development, customer centricity, multichannel delivery for improving non-cash payment, security and risk management.

The event's exhibition hall offered 35 booths from IT vendors, solution suppliers and banks and gave the 1,000 exhibition visitors a chance to network and develop partner relationships.

The two-day CSO event — the first of its kind in ASEAN — was jointly organized by IDG, the Vietnam Computer Emergency Response Team and the Department of Information and Communications of HCM City under the endorsement of the Ministry of Information and Communications and the HCM City People's Committee. More than 500 people attended.

CSO Nguyen Tien Dun (left) of the Vietnam State Treasury IT Department displays his award as the vice minister of the country's Ministry of Information and Communications looks on.

The event's original purpose was to seek out and honor Vietnam's outstanding chief security officers, and it has played a significant role in promoting the role and influence of the CSO, a position not previously well-known in the country. This year that was expanded to include the entire ASEAN region.

The conference's organizing committee and boards of judges and advisors chose 14 outstanding CSOs in the region, with nine coming from Vietnam and five from other ASEAN nations, including Thailand, Singapore, Malaysia and Cambodia. Three came from government sectors and 11 from private sectors, including banking, IT, communications, electronics and security.

The conference segment of the event, titled "Smart Management, Instant Response," gave the more than 300 attendees a chance to gain valuable practical and theoretical knowledge from IT security managers as well as hear the CSO Award winners in a panel discussion.

*Contact IDG Vietnam and Indochina PR and Communications Manager **Pham Ngoc Tram Anh** at anh_pham@idg.com.vn.* WU

IDG Germany targets Android market with AppWelt

In response to the fast-growing popularity of apps and the Android mobile operating system, IDG Germany tested the concept of an AppWelt ("AppWorld") magazine — the first Android publication in the German market — on Dec. 16.

It follows in the tradition of IDG Germany's iPhone Welt and iPad Welt, which also hit the market early with a high cover price.

Available only on newsstands, with a print run of 18,000 and a price of 6.50 euros (US$8.46), the first 10-page issue of AppWelt focused on Android smartphones and apps. The contents include an overview of 222 Android apps, as well as selected operations instructions for such tasks as how to sync e-mails, dates and contacts with a PC or how to copy music or videos to a smartphone. The magazine also included a CD with mobile phone software to enable reader to connect their phone to their PC and other tasks.

PC-Welt Editor-in-chief **Harald Kuppek**, who is heading up the new project, expects to launch a second edition of AppWelt in February or March that will cover other operating systems besides Android, such as Symbian, iOs, Windows Phone 7 and BlackBerry.

Kuppek's goal is to gain enough reader demand to make AppWelt quarterly or monthly, and with regular publication will come more advertising and a dedicated website.

AppWelt follows in the tradition of two other IDG Germany magazines, iPhone-Welt and IPad-Welt, which were market firsts and also had high cover prices.

"It might be that AppWelt is a little bit too early in Germany, but we've learned from our "i brands" that we need to be the first in the market to get into the market leader position," said IDG Germany Managing Director **York von Heimburg**.

Write to hkuppek@pcwelt.de. WU

Update on Macworld's iPad app

Macworld U.S. learned late last month that Apple asked it to make several significant changes to its Macworld Daily Reader before making the iPad app available in iTunes.

PCW | MW VP/Business Development **Ulla McGee** explains in the Mobile Alert blog (http://tinyurl.com/32effpl) on IDG Central what her team has learned, which might help guide IDG colleagues with their strategy for building iOS apps and dealing with Apple.

Comments from IDG Central readers to the blog post are welcome.

Macworld aims to have the new app available before Macworld 2011 later this month.

one on one the interview

Nick Barber
The multimedia manager and video content manager for the IDG News Service is this week's columnist. Reach him at nick_barber@idg.com.

Barber in Berlin, Germany, for the IFA consumer electronics trade fair during a TomTom press event, at which TomTom used a helicopter to spot traffic and show how it appears on its GPS units.

World Tech Update at-a-glance

Purpose World Tech Update provides IDG Web sites worldwide with a globally focused, regularly scheduled video news show that recaps the week's technology news.

Established Feb. 2008

Primary contributors Nick Barber, Boston; Martyn Williams, Tokyo

Number of WTU shows produced 150 since Feb. 2008

Number of video news reports filmed More than 300 in 2010

Recent award Honorable mention, video category, min's Editorial & Design Awards 2010.

Web site www.idg.com/wtu

Twitter http://twitter.com/WorldTechUpdate

Facebook wwww.facebook.com/worldtechupdate

Q What's special about this week's World Tech Update?

A The Jan. 13 show will be our 150th episode and be recorded at the Consumer Electronics Show (CES) in Las Vegas. It's a great opportunity to bring our viewers along with us as we cover the biggest technology show in the world. As always, the show is co-produced by me and **Martyn Williams**, the IDG News Service's Tokyo bureau chief. The show on the 13th will be the second show from CES, with the first one coming out on the 6th. We recap all of the biggest news and best gadgets from CES.

Q In addition to World Tech Update, what else are you doing at CES?

A This year we debuted IDG Daily, which is a two-minute morning show that talks about what will be going on during the day. You can see all of the episodes on the IDG News Service newswire at www.idgns.com and on Network World's YouTube channel at www.networkworld.com/video. With IDG Daily we aim to get each episode out early in the morning to provide viewers with a look ahead rather than just a simple recap of yesterday's news. Like World Tech Update (WTU), IDG Daily is co-produced by Martyn [Wiliams] and me, and we take turns hosting it. We'd like to do these at every trade show, and we're looking for feedback from sites worldwide if IDG Daily was useful. Of course, we'll also be doing our traditional stand-alone news reports on company announcements and some of the more interesting gadgets.

Q You're also giving your Facebook fans a behind the scenes look at the show with your video diaries. Can you tell us more about those?

A Whenever I travel, I make sure to bring my Flip video camera. We've found that our Facebook fans (now approaching 1,700) really like to know what goes on behind the scenes. So I turn the Flip camera on myself and show them what it's like to wait in line and get ready for the Microsoft keynote or how hectic the show floor can be. I try to make it as personal and natural so sometimes it looks a bit less polished than WTU but still fun. I've done video diaries from Las Vegas, Berlin, Munich, Tokyo and Boston. Coming this spring will be entries from Barcelona and Vancouver. You can find my video diaries on YouTube at www.youtube.com/idgworldtechupdate or on Facebook at facebook.com/worldtechupdate. Be sure to friend us!

Q How do you produce your videos?

A When I shoot a story, all of my gear fits in a backpack and a laptop bag so I'm extremely mobile. My gear costs only a few thousand dollars compared to a TV station whose camera alone usually costs US$25,000 or more. What we aim to do with our expertise is match the production values of what you'd see on television.

Q When you're not covering a trade show, what's on a typical World Tech Update episode?

A Planning for a WTU show starts on Wednesday by organizing any video that we shot earlier in the week. We'll also take a look at our news wire to figure out what text stories should be included and paired with video b-roll. We try to keep each segment in WTU around one minute long. Each wire and video story is then rewritten and customized for WTU. Then on Thursday morning I record the show, edit it and post it to our wire by the end of the day.

Q How has social media played a role for WTU?

A We use both Twitter and Facebook to promote our videos and WTU. I've seen much more benefit from Facebook because it allows richer interactions on both ends. Fans can post photos and videos and share our content with their friends. When one fan posted a question about what kind of tablet to buy that got us thinking about producing a new show that answers viewers' tech questions. Stay tuned for more on that.

Q How can sites use IDGNS video?

A Beginning to use video on one of your sites can be very simple or very complex. The simplest way to use video is to embed HTML code from another site. For example, several of our Computerworld sites in Africa post WTU every week, but the sites themselves don't have a dedicated video page. Instead they borrow the code from Macworld's YouTube channel or Network World's Brightcove player to post the content. On the other hand, there are more complex video pages such as PC World's in the U.S. or PC Advisor's in the U.K. By no means is this list inclusive.

For many sites, creating a custom video channel isn't feasible, but embedding video clips is easy and adds a dynamic element to an otherwise plain text page. Here's how to do it:

Network World U.S. carries almost all of our reports, so go to their video player and select the video you'd like to embed by clicking the "embed" button below the video. You can do a bit of customization and then copy the code. With a very basic HTML knowledge you can change the size of the video box and position it on your page.

WU

IDG Connect uses ongoing research to entice new clients

IDG Connect began the new year with a marketing campaign to educate potential clients about the diverse offerings within its Content Optimization practice. The effort draws on the group's extensive, ongoing research into content optimization best practices, led by VP/Principal Analyst **Bob Johnson**, by creating briefs and viewpoints that enable the team to share its insights with prospects.

ANDREW SAMBROOK

*The team that's manaing the IDG Connect marketing campaign includes (l-r): **Amy Bonner**, manager, IDG Brokerage Services; **Lisa Golden**, client services manager, IDG List Services; **Jane Weissman**, programs analyst, IDG Connect; **Leigh Gagin**, client services representative, IDG Connect; **Andrey Ryazanov**, database programs specialist, IDG Connect.*

Any IDG business unit interested in enlisting IDG Connect to help its clients assess their content offerings should write to bob_johnson@idgconnect.com or roberta_powell@idgconnect.com.

The campaign offers IT vendor marketing professionals who work with digital content the opportunity to download new IDG Connect research that will help them optimize their websites for customers involved in the IT buying decision process. This complementary research includes a four-page document on how vendors can use interactive games to enhance demand and lead generation and a study of trends related to vendors' online content.

The initial target audience of 10,000 marketers in the U.S. received several promotional e-mails on how to download the assets, which are hosted on www.idgconnect.com.

IDG Connect and IDG List Services collaborated on developing the target database, IDG Connect Europe created the abstract and the always-important catchy subject line. "All around, this has been a nice partnership within the IDG Connect family," said IDG Connect VP/Sales **Roberta Powell**.

Once a potential IDG Connect customer downloads the research document, the IDG Connect team will follow up via phone or e-mail to offer a 15-minute web-based discussion. This "rapid assessment" analyzes how the customer's content portfolio compares with what buyers have said is most useful to them, based on IDG Connect studies.

"This assessment underlines the importance of having content that buyers consider relevant to their purchase decision needs and the potential negative impact that may result if content doesn't align with buyers' needs," Johnson said. People who receive the free assessment also get PowerPoint slides with key themes they can use as a tool to persuade colleagues to institute any necessary online content changes.

IDG Connect aims to bring more clients into the fold once they've had a glimpse of the team's depth of knowledge about maximizing the impact of content on brand demand performance. The range of content optimization services include traditional and interactive content assessment, social content assessment, interactive tool and game development and website assessment (see sidebar below). WU

Client results have varied depending on the type of Market Fusion service they've used. Some examples:

- Vendor improved its use of content to increase campaign performance from middle of the pack to among the top five successful campaigns within their technology segment
- Content creation teams reduced content creation costs by more than 20%.
- Campaign improved the alignment of content to buyer preferences by 40%, leading to higher lead conversion rates.

Market Fusion Services take many forms

IDG Connect's Market Fusion services, which are part of IDG Connect's Content Optimization practice, can assist clients with a variety of needs, as VP/Principal Analyst **Bob Johnson** describes below.

Traditional and Interactive Content Assessment: This service compares a content portfolio or campaign subset against buyer wants and needs to target the best assets to use, repurpose, and, provides priorities around new content creation to improve buyer alignment.

Social Content Assessment: This Market Fusion service analyzes the conversations, roles, platforms and activities vendor offer and participate in using social media The assessment compares what a vendor is doing against best practice leaders and the paths buyer wish to pursue from conversations to vendor and third-party content.

Interactive Tool and Game Development: Research-based development of dynamic games, calculators and worksheets used in campaigns to build the intensity of buyer interest as they play out scenarios to see how they compare to peers. Recent research shows that not only do over 80% of buyers like to play games, virtually 100% of them have an interest in having games be offered by vendors as part of the buying cycle. Over 10 years of experience within our team includes building interactive content for companies like PwC, Microsoft, HP, Intel and Dell.

Website Optimization: Market Fusion content analysts use online tools to review the navigation, content mix and personalization of website elements. It answers how sites can better meet the needs of technical and business buyers.

Facebook apps engage PCW and MW readers, provide feedback

A sampling of Facebook apps

Some of the apps PCW has launched on Facebook include:

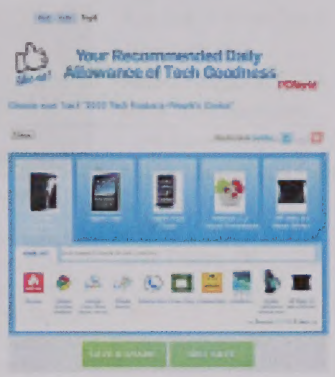
Quiz: PCWorld IQ Quiz (based on the Sept. 2010 article "What Is Your PC IQ?")
Contest: 2010 Top Five Tech Products People's Choice
Polls: Top Five Sci-fi Movies of All Time
Best Video Game Console of All Time
What's The Most Common Mistake People Make on Facebook?
True or False: You can tell if a website is dangerous by just looking at it.
Deleting your files erases them forever.
Screensavers save energy.

Macworld apps include:

Polls: What iTunes-related announcement do you think Apple will make Tuesday morning?
What is your favorite new iOS 4.2 feature?
True or False: Two mouse buttons are better than one.

PCWorld and Macworld began experimenting on Facebook and Twitter in 2006 but did not develop an organized social media strategy until 2008, according to **Alexa Wriggins**, PCW|MW senior director, Audience Development. "In 2010, we hired a full-time social media coordinator to focus on building our fan base, post content and work with both the editorial and sales teams to create a social experience for our readers and advertisers," she said. The investment has paid off.

In the last 12 months, Wriggins said PCW and MW have increased their Facebook and Twitter followers by 400%, and the referral traffic is growing. Launching content-based Facebook applications such as polls, quizzes, top-five lists and contests (see sidebar) has helped fuel their success.



PCW currently has 17,500 Facebook page Likes and 30,000 Twitter followers, while Macworld has 9,500 Facebook Likes and 67,800 Twitter followers.

"Facebook and Twitter are a core part of our audience development strategy," said **Toni Panayotov**, PCW|MW social media coordinator. "Both platforms help to increase brand loyalty and referral traffic back to our websites by encouraging deeper connections with our readers." He added that the publications can have "a dialog" that may be general or center around a specific article with tech enthusiast audiences in the application they like best. "We ask our readers a lot of questions, and they like the attention. It's also a great way for our editors to get real-time feedback and occasionally serves as platform for user or story research."

Panayotov said that while the PCW and Macworld Facebook apps can be promoted on the publications' respective websites, a user's experience of the app happens on the Facebook platform. "When readers engage with a PCWorld Facebook app, all page views occur on Facebook," he said. "Because Facebook makes it easy for readers to share content within their network, these apps help us reach users who may not otherwise visit our websites or engage with our brands. Users launch the apps, and some of them share their results to their newsfeed. Others may link to them via retweets and status updates, some of them send invitations to the Facebook friends. This helps us amplify the reach of our communities and generate viral effect around content we post on Facebook and Twitter."

The FanAppz platform PCW | MW uses also lets users launch, share and recommend the apps without being logged in to Facebook. "The first FanAppz app we created — 2010 Top Five Tech Products People's Choice in Oct. 2010 — was also promoted via an email newsletter."

Panayotov said the PCWorld IQ Quiz app has been the most successful; more than 10,000 people installed it on their Facebook profiles. "One of main reasons was that the application was promoted on our site and in the magazine. The app continues to have 450 monthly users who continue to share their results and 'Like' the app," Panayotov said.

The FanAppz platform allows PCW|MW to run banner ads within the application pages and can help marketers build their own social profiles. Advertising interest in the programs is increasing. "It is a branding opportunity that eventually converts into online traffic via contextual links in various promotional elements, such as banners and quiz results text links, within the applications' pages," Panayotov said.

Contact Toni Panayotov at tpanayotov@pcworld.com. WU

CIO Turkey

continued from page 1

***Michael Beilfuss**, publisher of enterprise titles for IDG Germany, presents one of the 16 awards.*

tries and the IDG News Service. The site, www.cio.com.tr, averages 1,000 daily visitors.

The CIO Awards were also the market's first to target C-level IT executives. Some 175 guests attended the gala event at the Grand Hyatt, of whom 100 were CIOs and the rest executives of IT companies. Ten sponsors participated, led by Cisco at the platinum level and HP and Ericsson at the gold level.

To keep things simple in the first year, CIO Turkey chose not to segment the awards into categories such as "Best of CRM" or "Most Innovative CIO" but rather identify a group of honorees that demonstrated significant success with projects in 2009. From the preliminary 150 applicants via the CIO Turkey website, editors eliminated 70 because the companies were too small; a small-company category will be added next year. The remaining applicants were asked for details about goals, budgets, ROI, applications, partner companies, innovative approaches, etc. An eight-member jury of external IT experts selected 16 honorees from the 40 companies that submitted full profiles.

In a show of IDG's global presence, IDG Germany's publisher of enterprise titles, **Michael Beilfuss**, spoke during the program and presented some of the awards.

"Even though the CIO brand has been in a market a few months, we were very happy to have had a huge number of applications for the CIO Awards," Yildiz said. "People have already started asked about the next awards program, and we plan to have an even bigger event in year two."

Write to myildiz@dunya.com. WU

noteworthy people

New employees

Theunissen

Robert Theunissen joins **IDG Netherlands** as the editor-in-chief of Zoom.nl. He was previously editor of Focus photo magazine, the oldest photo magazine in the Netherlands (established in 1914, where he edited 110 issues and produced 17 educational books and monographs on photography. He holds an M.A. in Dutch, with an emphasis on 17th-century literature, from the University of Amsterdam and enjoys comic illustration and composing and playing music. *robert@zoom.nl*

Matous

IDG WORLD UPDATE

GamePro Media has hired **Kendall Matous** as an executive assistant. She previously worked for the Northern California Golf Association in Pebble Beach as its P.J. Boatwright Intern for the United States Golf Association and provided tournament coverage through action photography and recap writing for its website and magazine. Kendall graduated from the University of Kansas journalism school with a B.A. in strategic communications and a minor in English. A member of the Junior League of San Francisco, she also enjoys running and swimming. *kmatous@gamepro.com*

Sales Manager, Consumer Media **Rodger van der Maarel** comes to **IDG Netherlands** from his role as general manager with Testnet Online Advertising where he was responsible for sales and support. He has a degree in communications from the Hogeschool van Utrecht and has completed several sales and management courses. Outside the office he enjoys soccer, diving, photography and travel. *rvandermaarel@idg.nl*

Previously a research and producing intern with the Discovery Channel, **Selena Mann** is a new staff writer at **IT World Canada**. She studied at the University of Toronto and Toronto's Centennial College and holds a degree in journalism. In her free time she enjoys hiking, snowboarding, skating and painting. *smann@itworldcanada.com*

Muscolino

Holly Muscolino has been hired by **IDC Framingham** as research director, Hardcopy Peripherals: Software and Services, coming from Mimeo.com where she was VP, Product Marketing. She holds an M.S. in computer systems engineering from Boston University and an M.S. in preveterinary medicine from the University of Connecticut. She enjoys spending her free time with her Labrador retriever and knitting. *hmuscolino@idc.com*

van Tongeren

New at **IDG Netherlands** is Marketing Director, Consumer Media **Karen van Tongeren**. Previously a freelancer, she has worked for Telegraaf Media Groep in marketing and in product management and sales with Hewlett-Packard and Toshiba. She studied marketing management at the Haarlem Business School and enjoys hockey and running. *kvantongeren@idg.nl*

Calling all Noteworthies

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com. For promotions, excerpts can be made from internal announcements.

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Lee Doyle *IDC*

26
Ruth Bell *IT World Canada*
John Gantz *IDC*
Rebecca Segal *IDC*
Maria Dolor Hermosell *IDG Spain*
Ramon Nacenta *IDG Spain*

25
Brad Thorpe *IDC*

24
Jean Bozman *IDC*

23
Mary Wardley *IDC*
Ursula Nadador *IDG Spain*

22
David Emberley *IDC*
Regina Steinmann *IDG Switzerland*

21
Sylvie Merkling *IDC France*

20
Claudia Voelk *IDG Germany*
Jennifer Schlee *IDG Germany*
Reinhard Prasse *IDG Germany*
Claudia Dudkin *IDG Germany*
Stefan Ueberhorst *IDG Germany*
Tomas Zirn *IDG Sweden*

19
Juan Ramon Melara *IDG Spain*

18
Piyush Singh *IDC Center for Consultancy and Research/India*
Barbara Kitzis *IDC*
Eric Prothero *IDC*

17
Andrea Kirchmeier *IDG Germany*
Juan Jose Marquez *IDG Spain*
Janusz Chustecki *IDG Poland*

16
Diane Ryczek *PCWorld*
Jeannie Button *IT World Canada*
Patricia Chisholm *IDG Enterprise*
Eric Owen *IDC U.K.*
Krzysztof Frydrychowicz *IDG Poland*
Tomasz Janos *IDG Poland*

15
Bruno Voelk *IDG Germany*
Claudia Pielen *IDG Germany*
Oscar Garcia *IDG Spain*
Miguel Angel Gomez *IDG Spain*
Anders Danielsson *IDG Sweden*
Cecilia Asplund *IDG Sweden*
Maciej Obuchowicz *IDG Poland*
Junichi Saeki *IDC Japan*

14
Andreas Frenzel *IDG Germany*
Mathew Heath *IDC U.K.*
Henrik Sorin Hildebrand *IDG Sweden*
Brian Pearce *IDC France*

13
Markus Schelhorn *IDG Germany*
Deanne Hart *IDC*
Steven Minton *IDC*
Daniel Comino *IDG Spain*
Arantxa Herranz *IDG Spain*

12
Martin Bayer *IDG Germany*
Bruce Hollocher *IDC*
Judith Young *IDC*
Ulrika Halvarsson *IDG Sweden*

11
Donna Butts *IT World Canada*
Wilvin Chee *IDC Hong Kong*
Matthias Teichmann *IDG Germany*
Thomas Richard *IDC*
Kathy Nagamine *IDC*
Dan Vesset *IDC*
Rosie Secchi *IDC U.K.*
Yuji Nishigori *IDG Japan*
Lina Otterdahl *IDG Sweden*

Ulrika Ullman *IDG Sweden*
Stefan Krafft *IDG Sweden*
Peter Sayer *IDG News Service*

10

Sean Greathouse *PCWorld*
Julie Tiley *IDC Canada*
Sabine Schwehr *IDG Germany*
Thomas Hafen *IDG Germany*
Christian Hofmann *IDG Germany*
Marta Pely *IDG Germany*
Doris Hernandez *IDC*
Bradley Nisbet *IDC*
Susan Rae *IDC*
Karen Lucero *IDC*
Javier Presa *IDG Spain*
Therese Järnankar *IDG Sweden*
Johan Wikberg *IDG Sweden*
Anna Stando *IDG Poland*
Dan Jensen *IDG Denmark*
Mauro Peres *IDC Brazil*

9

Steffi Han *IDC Korea*
Amparo Rodriguez *IDG Spain*
Agata Joseph *IDG Poland*

8

Alfredo Curiel *IDC Canada*
Sandra Holleber *IDG Germany*
Sahaja Sarathy *IDC*
Rich Vancil *IDC*
Helga Szemenkar *IDC Hungary*
Fumiaki Azegami *IDG Japan*

7

Rasi Thirumalai *IDC Singapore*
Michael Braun *IDG Germany*
Keith Bagley *IDC*
Paula Bardera *IDG Spain*
Johannes Hansson *IDG Sweden*
Ana Lico *IDC Brazil*

6

Antonio Wang *IDC China*
Brian Joseph *IDC Malaysia*
Christopher Picanso *IDC*
Natalia Villacampa *IDG Spain*
Matt Clay *IDC U.K.*
Eric Domage *IDC France*
Roger Camenisch *IDG Switzerland*
Teruo Negishi *IDC Japan*

5

Ullrich Loeffler *IDC New Zealand*
Johann Wagner *IDG Germany*
Philip Hirons, Jr. *IDC*
Pamela Torchinsky-Levine *IDC*
Colleen Boucher *IDG*
Christina Diaz *IDG Spain*
Beatriz Valle *IDC U.K.*
Jennie Stjärnlöf *IDG Sweden*
Valerie Rolland *IDC France*
Maricela de la Cruz *IDC Mexico*
Renato Troya *IDC Peru*

4

Mark Schrutt *IDC Canada*
Kathleen Lau *IT World Canada*
Camiel Toxopeus *IDG Netherlands*
Jochem Douqué *IDG Netherlands*
Richelle Bussenius *IDG Netherlands*
Alison Te Hira *IDC Australia*
Ashish Talwar *IDC India*
Richard Viera *IDC*
Douglas Bell *IDC*
Amber Gracey *IDC*
Bridget McGuire *IDG*
Nuria Cardon *IDG Spain*
Mattias Källman *IDG Sweden*
Daniel Binett *IDG Sweden*
André Kisch *IDG Sweden*

3

Caroline Ward *PCWorld*
Jeremy Jules *PCWorld Central Services*
Steve White *IDC Canada*
Chrystal Chew *IDC Malaysia*
Roger Ling *IDC Malaysia*
Christelke Agapito *IDC Philippines*
Isabelle Chan *IDC Singapore*
Suchitra Narayan *IDC Singapore*
Caroline Ocego *IDC Singapore*
Alfred Pang *IDC Singapore*
Janaki Supriya Kamath *IDC Center for Consultancy and Research/India*
Azmat Khan Pathan *IDC Center for Consultancy and Research/India*
Vito Mabrucco *IDC*
Irene Berlinsky *IDC*
Leslie Hand *IDC*
Monojit Maskeri *IDC*
Teodara Mahabir *IDC*
Leslie Rosenberg *IDC*
Adrien Tenyi *IDC Hungary*
Joanna Cierkonska *IDG Poland*
Marek Czapelski *IDG Poland*
Slawomir Kolak *IDG Poland*
Marcin Marciniak *IDG Poland*
Krzystof Pietraski *IDG Poland*
Slawomir Szuscicki *IDG Poland*
Monika Tomkiewicz *IDG Poland*
Edward Wawrzyniak *IDG Poland*
Søren Hein *IDG Denmark*
Peter Borgquist *IDG Denmark*
Armelle Brivet *IDC France*
Didier Krainc *IDC France*
Marcelo Leiva *IDC Chile*

2

Hans Kluppel *IDG Netherlands*
Jaco van den Bosch *IDG Netherlands*
Sander van der Meijs *IDG Netherlands*
Susan Zhao *IDC China*
Christian Schneider *IDG Germany*
Kerstin Kammann *IDG Germany*
Annika Gradelewski *IDG Germany*
Jennifer Spencer *IDG*
Roosmarijn Cornelissen *IDC U.K.*
Dorota Ciborowski *IDG Poland*
Jolanta Zalisko *IDG Poland*
Andrea Betiana Frattini *IDC Argentina*
João Paulo Bruder *IDC Brazil*
Leonardo Rapisarda *IDG Switzerland*

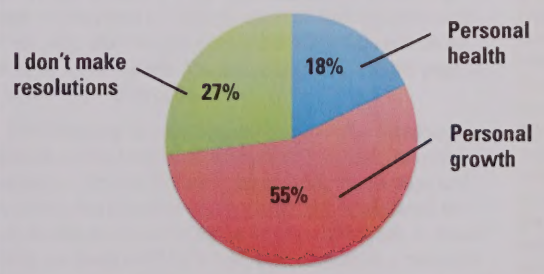
1

AJ Glasser *GamePro*
Elaine Ebner *PCWorld*
Christian McKeegan *PCWorld*
Denis Lalonde *IT World Canada*
Sionne Roberts *IT World Canada*
Monique Baats *IDG Netherlands*
Pradeep Kumar *IDC Center for Consultancy and Research/India*
Divya Ramalingaiah *IDC Center for Consultancy and Research/India*
Sebastian Nissen *IDG Germany*
Maximilian Halbinger *IDG Germany*
Florian Horner *IDG Germany*
Harald Kuppek *IDG Germany*
Stefan Wattendorf *IDG Germany*
Virginia Agee *IDC*
Nancy Selig *IDC*
Fernando Carlos Ruiz *IDG Spain*
Joacim Carlsson *IDG Sweden*
Kasia Baca-Ossowska *IDG Poland*
Aline Sousa *Now!Digital Business*
Gonzalo Lozano *IDC Argentina*
Soledad Merlo *IDC Argentina*
Elizabeth Perez *IDC Mexico*
Joel Ramirez *IDC Peru*
Klaus Zellweger *IDG Switzerland*

Any business unit may to send the appropriate information to world_update@idg.com.

Question of the Week results for Dec. 27

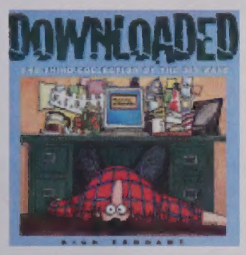
What will your main New Year's resolution focus on?



Log on to www.idgcentral.com to vote on this week's question:
The California Supreme Court has ruled that police don't need a warrant to search the text messages on a cell phone being carried by a suspect. Do you agree?

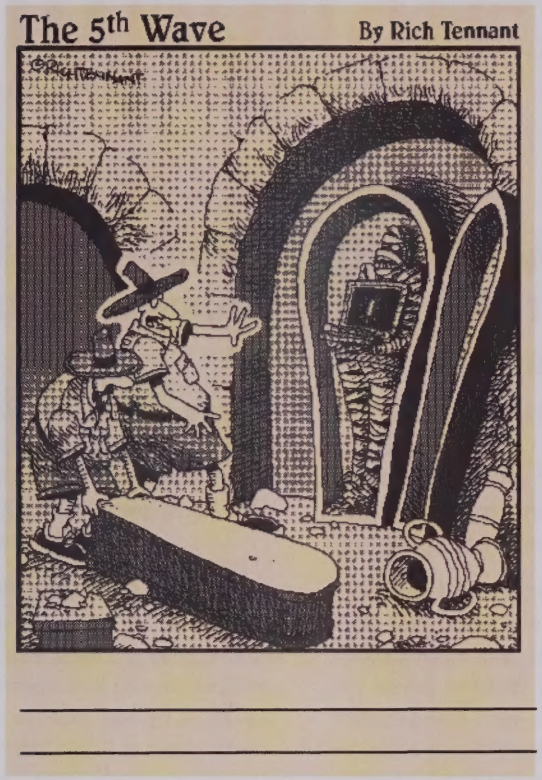
off line for fun

Test your creativity! Create a brief caption for the cartoon to the right, which also appears on the home page of IDG Central. Post your caption in the cartoon's comment box online, or e-mail your caption to world_update@idg.com, by Jan. 20.



The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Tennant's book of cartoons, *Downloaded*. The honorable mention winners will also receive prizes.

Good luck!



and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Nick Barber *IDG News Service*
Bob Johnson *IDG Connect*
Harald Kuppek *IDG Germany*
Pham Ngoc Tram Anh *IDG Vietnam*
Toni Panayotov *PCWorld | Macworld*
Roberta Powell *IDG Connect*
Alexa Wriggins *PCWorld | Macworld*
Murat Yildiz *CIO Turkey*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

User tips for exploring IDG's intranet, IDG Central

Here's a new year's resolution: explore more of the social media facets of www.idgcentral.com. Here are a few tips.

Include a photo and custom information in your profile
Click on the My Profile link on the home page of IDG Central (www.idgcentral.com). In the box with your contact information, click on Edit Profile in the upper right corner. In the General tab, click on "Click to Upload your Avatar." Be sure to indicate your time zone there before you hit Save. And in the Custom tab, you can scroll down and add in some custom info like when you joined IDG, skills, hobbies, etc.

Turn on your ability to receive e-mail notifications
E-mail notifications enable you to know when someone you have identified as a colleague posts a comment in a blog or article, joins a group, adds content to a group, or adds a calendar event to a group you have joined, among other activities. Click on My Profile on the home page of IDG Central, and then click on Edit Profile. In the Activities tab, click the Colleagues section on the left. Then click on (put a checkmark in) each of the boxes within Notify Me About These Colleague Activities/E-mail. Do the same for the E-mail boxes within the Community Group section. If you find you are getting more e-mail notifications than you want, you can uncheck any of the appropriate boxes.

Invite colleague to be part of your network.
Go to the IDG Directory. Do a search for a colleague; an easy way is to click on the Basic Search tab and search by last name. When the person's name comes up, click Add as Colleague. The person you selected will receive an e-mail notice that they have a Colleague Request, with a link to their My Profile page. When the person goes into their My Profile link on the home page of IDG Central, they can look at the colleague link on the right side of the page and see that they have a Pending request. The person will then click on the invitation link, see the person who has invited you, click in the box, and choose accept. If you receive an invite, do the same to accept the request.

As you invite colleagues and they become active on the site you'll see their activities in the Activity Stream on your My Profile page (see below), and also when you click on their name in your Colleague box.

"What are you working on?" social media feed.
On the home page of IDG Central there is an area called 'What are you working on?" – similar to Facebook's "what's on your mind?" feature. The more people who post – even just once in a while – the more it becomes a snapshot of what's going on around the IDG world. It can be something very short (just a sentence), for example: what's the main project you'll be working on Monday? Did you or your team accomplish something last week you're proud of? Did you learn something really cool today? Etc., etc. As more people post, more people will be motivated to do it themselves. You can post from the home page or while in your My Profile page.

Note: The "what are you working on?" feed on the homepage shows posts to this feed by all users of IDG Central. Another feed, called an Activity Stream, is on your My Profile page and relates only to the activities of any groups you have joined and to those people you have invited to be your colleagues. It shows what they are doing on IDG Central, such as posting a comment to an article or blog post, identifying favorite content, joining a group, etc.

Join a group
Click on the group in the Groups area. When you get to the specific group's page, click on Join on the right side of page. WU

IDG World Update

17 JANUARY 2011
VOLUME 41, NUMBER 2

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Wholly owned IDC India office to open in Bangalore in FY11 Q2

IDC India will share space with IDC's Center for Consultancy and Research in Bangalore when it opens later this quarter.

Last week IDC announced it will establish a wholly owned research business unit in Bangalore, India, and conclude its long-standing relationship with Cyber Media (India) Limited, which has served as IDC's partner and representative in India.

The new research business unit, which is expected to open in the second quarter of FY 2011, will enable IDC to provide more comprehensive coverage of the rapidly expanding information and communications technology (ICT) markets in India, as well as service the needs of IDC's customers based in India.

"India will be one of the most important technology markets in the world over the next several decades," said IDC President and CEO **Kirk Campbell**. "Already a leading provider of technology services and now a sizeable and rapidly expanding market for both business and consumer technology products, India

continued on page 4

IDG Global Solutions, IDG SMS to merge into one business unit

IDG Communications CEO **Bob Carrigan** announced two organizational changes last week that he said will provide greater focus and concentrated resources in two important areas of IDG's business: marketing services and lead generation.

IDG Global Solutions (IGS) will unite with IDG Strategic Marketing Services (SMS) to create one, global marketing services and corporate sales group, which will be led by **Matt Yorke**, who currently runs SMS. Yorke's title is now president, IDG Global Solutions. He plans to continue the Strategic Marketing Services name as a sub-group of IGS, as it is well-branded in the U.S., and the IGS team in the U.K. also has an SMS division.

John O'Malley, who has led IGS for 12 years and has also been in charge of IDG Connect Worldwide and IDG List Services for the past three years, will

continued on page 4

Inside this issue

InfoWorld attains new page view record with Geek IT Test *page 2*

One on one: IDG Communications CEO Bob Carrigan *page 3*

Celebrating 10: Zhang Yuyin, China Computerworld Media Group *page 8*

IDG Sweden's CFOworld site spawns quarterly magazine

Site readers and advertisers say they still value print

Last February, IDG Sweden tested the demand for a media brand catering to CFOs with its CFOworld.idg.se site. While popular (the site averages 6,000 to 10,000 unique visitors per month), feedback from readers and advertisers clearly pointed to the need for a print title. And so, on Dec. 3, the first issue of CFOworld rolled off the presses.

"The Swedish finance world is not yet ready for online only," said **Dennis Lodin**, who serves as publisher of both the site and the new magazine. "Top CFOs have no time to sit and search for interesting articles on the Web. Readers often told us that they printed our articles to read on their commute to and from work. Also, our advertisers in this niche are still more comfortable paying for print."

CFOworld is unique in the Swedish market, Lodin said. "There is no other publisher that exclusively addresses the CFO. Our competitors are either focused on business or accounting and address business executives in general. CFOworld stands out as the only media brand in Sweden tackling all of the problems and opportunities faced by finance officers. We write about everything that might be of interest such as career issues, cash management, accounting, tax and legal considerations. Our aim is to make the Swedish finance director better at his or her job."

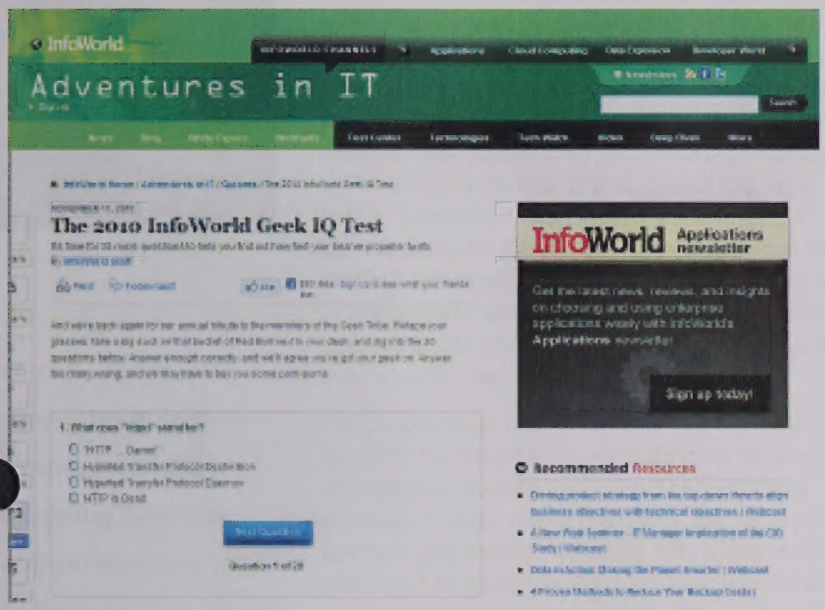
The first 100-page issue attracted 20 advertisers, most of whom have already signed on for the four issues that will appear in

continued on page 5

InfoWorld sets new page view record thanks to Geek IT Test

InfoWorld broke the four-million page view barrier in November, and a big contributor to reaching that goal was the site's fourth annual Geek IQ Test. The first InfoWorld quiz to be picked up on Slashdot, it drew 920,762 page views in November alone. To date, it has seen over one million.

According to IW Senior Editor **Jason Snyder**, the test was written by a freelancer. "He solicits questions from his cadre of übergeek colleagues and friends to pull together what he feels is the right mix of questions to test geek acumen."



Among the 20 multiple-choice questions were the following:

- What is the primary use for the 224.0.1.24 IP address?
- What does "GUID" stand for?
- What is an Active Directory forest?

(The full Test can be seen at www.infoworld.com/d/adventures-in-it/the-2010-infoworld-geek-iq-test-597.)

Snyder pegged the popularity of the test to "amusement, bragging rights, self-identification, the myriad doldrums of modern cubical living and simply to see what might be found there."

InfoWorld sent the Geek Test to the tech news website Slashdot. Since much of IW is written by technologists, "we have developed a strong overlap with the Slashdot audience over the years," Snyder said. "To ensure ongoing interest for our content among the Slashdot crowd, we actively submit pitches for InfoWorld content we think suits the community's sensibility. This was the case with the Geek IQ Test. Somewhat surprisingly, Slashdot agreed."

The Slashdot pick-up was vital, Snyder said, because the site is "a long-established, vibrant community of readers passionate about technology, serving 8 million unique visitors a month." He said it acts as "a lodestar for follow-on coverage" by the larger tech-blogging community, so "placement on the Slashdot home page not only puts IDG content in front of millions of readers, many of whom may not be regular IDG visitors, but it also can increase our content's visibility among smaller niche audiences across the Internet."

Snyder said the annual Geek IQ Test is always "acerbic, humorous and engaging, thanks to our trusty freelancer, a funny geek in his own right, so it was nice to finally see his work receive airtime on Slashdot, which elevated the quiz beyond our IT-pro niche to the broader audience it deserved."

InfoWorld also runs a weekly tech news quiz, written by former editor Dan Tynan, that has been posted on Fridays for several years. "We post occasional one-off quizzes, about five to 10 per year, mainly on technical subjects of interest to our audience of IT professionals, such as programming, Linux administration, open source, etc.," Snyder said. InfoWorld has also run an IT Personality Quiz, but "we're still analyzing the data to pinpoint the exact kinds of personalities that arise most often among our readers."

According to Snyder, IW's quizzes give readers a chance to "stimulate a different quadrant of their brains than they might typically on our sites, and when the quizzes strike a chord with a community new to us by way of the pass-along effect, they can provide an engaging introduction to the kinds of topics we feel are core to our brand, as well as depth of knowledge and sensibility of our contributors and community."

Although InfoWorld does not track users' test scores, it does watch the Comments box for test takers who believe a particular answer is incorrect. "If we can corroborate that a commenter is right in correcting an aspect of one of our quizzes, we will edit the quiz to ensure subsequent quiz-takers get an accurate test," Snyder said.

For more information contact Jason Snyder at jason_snyder @infoworld.com. WU

Quiz tips

IW Senior Editor **Jason Snyder** had the following suggestions for creating quizzes:

- Lead with something straightforward, though compelling, and then vary the depth and breadth of knowledge tested from one question to the next.
- Maintain some semblance of focus on the topic at hand, without forgetting that humor is a generous reprieve and an end in and of itself.
- Make it brief. We find 10 questions is a reasonable limit for our weekly news quizzes. Our larger topic-centered quizzes are able to stand a 20-question treatment that helps increase the scope of what is being tested without fatiguing quiz takers.

one on one the interview

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

"Our challenge is to move quickly to take advantage of the improving business environment and to continue to grow revenue and market share. As the world's leading technology media company, IDG should grow at a faster rate than the rest of the market."

Q What are IDG customers looking for most in 2011?

A Last September, IDG Research conducted two customer surveys: one for end users and the other for advertisers. The first study measured end-user engagement with media products across a wide span from online, mobile, print, social media, etc. The results clearly showed that tech buyers rely on a multitude of sources for technology-related information including tech media sites (No. 1 on the list) but also tech vendors sites, tech-focused communities and several other sources. They are looking for socially connected content, and they are actively engaged with mobile.They also put a big emphasis on trustworthy sources. The study was too large to fully summarize here [see sidebar below], but the takeaway for IDG is that we must continue to produce top-quality information services for our users in online, print, and increasingly, in mobile, while we leverage social media and social tools to engage and interact with users.

The second study measured advertiser expectations for 2011. Tech marketers are looking for an array of integrated marketing solutions involving lead generation, social media marketing, events, custom solutions and mobile marketing. IDG is very well positioned to deliver on these services because we are the only fully integrated tech media company, offering solutions in so many of these areas.

Q What do you see as IDG's biggest challenges in 2011?

A The theme for 2011 is revenue growth. It's a wonderful time to be in the tech media category. The IT industry is forecasted to grow, the online ad industry is growing overall, print is stabilizing a bit, and events are poised for strong growth. Our challenge is to move quickly to take advantage of the improving business environment and to continue to grow revenue and market share. As the world's leading technology media company, IDG should grow at a faster rate than the rest of the market. Since we are in so many markets, it is hard to provide a specific growth rate percentage, but just think "outperform the market" in whatever market or geography you are in!

Q How much of IDG's revenue, both in the U.S. and worldwide, comes from online? How does compare with our revenue in recent years and with competitors?

A In the U.S., 55% of revenue comes from online. Outside of the U.S., online comprises 30% of revenue. While these numbers are high compared to most other media companies, we still have a significant percentage of revenue coming from print. The profit margin in the U.S. is twice that of our International business, which would indicate a high correlation between high online revenue composition and profits. For sure, our margin is much higher with digital and also with events when compared to print. This is good news because the market clearly continues to move in a digital direction. We should all be pleased that as we move our revenue composition to more digital, our profit margins will improve.

Q What products/trends/hot topics at the Consumer Electronics Show resonated with you the most, in terms of their importance to IDG?

A CES was exciting this year with lots of new product introductions. Eighty new tablet products were introduced at CES. Clearly, this represents one of the more exciting opportunities for IDG on many levels. First, it's a great new product category to cover from an editorial perspective. Next, it represents potential new advertising dollars as vendors look to promote their new products. Finally, the tablet space represents a business opportunity for IDG in that it's a new way to interact with users and a platform on which to create new advertising products. These tablets are essentially media consumption devices, representing a potentially exciting new distribution channel for new products from IDG.

Q When you're on the road, what tech/mobile devices come along?

A I use the Blackberry Bold from Verizon, which is a "world phone" that gives me quick access to e-mail wherever I am in the world. My MacBook Pro is almost always in my briefcase. I also never leave home without my Kindle, which is light, durable and has a long battery life for reading books. I have an iPad but I don't take it with me unless I am traveling with my kids, who use it primarily to watch movies. The most important mobile device that I bring with me on most of my business trips is my custom-made mini travel banjo, which is rather low-tech but fits in a suitcase and affords me the opportunity to practice my music when I am on the road!

Q Last week, you announced that IDG Global Solutions and IDG Strategic Marketing Services

continued on page 5

More on customer surveys

More about IDG Research Services' end-user and advertiser surveys, including presentations and videos summarizing the results, are on www.idgcentral.com.. Go to the Global Product Line Meeting link on the IDG Central home page.

India by-the-numbers

IDC provided this summary of the Indian market in a recent press release.

With a population of more than one billion and a GDP that is forecast to grow by more than 8% annually, India offers enormous market potential for technology products and services. IDC expects total IT spending in India to double over the next five years, reaching more than $41 billion with particularly strong growth in packaged software and IT services. Similar growth is expected in India's telecommunications services sector, with spending expected to approach $46 billion in 2014. By the middle of the decade, India will be the third largest ICT market in the Asia/Pacific region, trailing only China and Japan, and will represent roughly 10% of all ICT spending in the region.

India

continued from page 1

represents an emerging economy that every company in the ICT industry must understand. By expanding our direct presence in India, IDC will be able to deliver a greater range of research on the local market while guaranteeing the insight and consistency our clients expect. The new business unit will also enhance our capacity to support a fast-growing base of customers in India."

IDC India will continue to be operated by CyberMedia until Feb. 28. Effective March 1, IDC's new, wholly owned business in India will take over the name IDC India, with an office to open shortly thereafter. The existing New Delhi-based CyberMedia unit will then operate as CyberMedia Research and no longer represent the IDC brand.

The new IDC India business unit will report into IDC Asia/Pacific Managing Director **Eva Au**. It will offer local research, consulting, conferences and go-to-market services to clients in India and provide high-quality Indian research and consulting for IDC's international clients. IDC has begun the recruitment process to hire an IDC India country manager, and it plans to hire a substantial number of research, consulting, sales and support staff employees who will be based in Bangalore, though some employees will be based in New Delhi and Mumbai.

IDC India will operate as a division within IDC's existing legal entity in India, Center for Consultancy & Research Pvt. Ltd. (CCR). It will leverage the existing infrastructure and support services at CCR and will be located in the same office. Led by Managing Director **Piyush Singh**, IDC CCR's 65-person staff provides internal services, such as global and regional research support, statistical analysis, software application development, web design, database management, publishing services, customer support and other back-office functions to IDC business units around the world.

In addition, IDC currently has a sales team of six employees based in Bangalore, Mumbai and New Delhi, led by Associate VP Sales **K.R. Sreenivasan**, which sells IDC's international products and services to major Indian clients. Both CCR and the IDC International sales team in India will continue with their functions after the launch of the new IDC India. CCR will continue to report into Executive VP, International Business Units **Philippe de Marcillac**.

Write to kcampbell@idc.com or eau@idc.com. WU

IGS

continued from page 1

now concentrate exclusively on IDG Connect and IDG List Services as CEO.

"These changes are a natural progression for both John and Matt," Carrigan said. "John has built IDG Connect into a worldwide lead generation business with best-in-class services for marketers. Matt was hired by John 12 years ago and relocated to the U.S. in 2004 to work for John as head of the U.S. Corporate Sales Group, which eventually became the Strategic Marketing Services Group. SMS has had outstanding success in growing revenue and capabilities year after year under Matt's leadership.

Yorke

O'Malley

"As Matt takes over IGS, he is inheriting a group that is truly the best in the media business. After more than a decade under John's amazing leadership, IGS has grown into a powerhouse marketing services organization. A hallmark of John's leadership is that all of his businesses have attracted highly talented employees who are focused on providing outstanding services to marketers. It is no wonder that in 2008, John won the Chairman's Cup Award for Overall Management Excellence at IDG."

IDG Global Solutions serves as IDG's international sales team and, more than ever before, Yorke said, is well-positioned to help drive innovation across IDG. IGS works with technology clients and agencies to develop marketing programs that are usually multi-country and involve some combination of print, online, mobile, events or custom publishing.

IDG Global Solutions has offices in Framingham, Mass., San Francisco, London and Munich, Germany, and its staff conducts business throughout the EMEA region as well as Singapore, South Korea, Hong Kong, Australia and China. IGS is represented by affiliates in Miami, Tokyo and Taiwan.

"Our goal at IGS will be to make it easy for clients to work with as many IDG business units as possible and drive profitable and incremental revenues into the business units," Yorke said.

Write to matt_yorke@idg.com or john_omalley@idg.com. WU

One on one

continued from page 3

will merge. Can you explain the reasoning behind this move?

IDG Global Solutions (IGS) will unite with IDG Marketing Services (SMS) to create one global marketing services and corporate sales group, which will be led by **Matt Yorke**, who most recently ran SMS. This will enable us to better serve our global advertising clients.

John O'Malley, who for more than a decade has been in charge of IGS and has also been in charge of IDG Connect Worldwide and IDG List Services since 2007, will now concentrate exclusively on IDG Connect and IDG List Services. As CEO of those businesses, John will focus all of his efforts on expanding these critical, demand generation businesses. So, we are putting two key executives in charge of two key businesses, marketing services and lead generation.

Q In 2011, you are the incoming Chairman of the Board of the Interactive Advertising Bureau (IAB). What are your responsibilities, and what does that mean for IDG?

A I have been on the IAB Board for five years and a member of the Executive Committee of the IAB Board for the last year. As chairman, I am responsible for helping to set the agenda for IAB, hiring the CEO for the organization and chairing the board meetings. While that may sound like a lot to do, the IAB has an excellent staff that does most of the work. I have found the effort to be well worth it in terms of the return to IDG.

The IAB is a very successful trade organization that is focused entirely on advancing the online advertising industry and the sellers of online advertising. It's great for IDG to be at the table where so many decisions are being made about the future of the industry. I have learned so much about the interactive space as an active board member of IAB, and I expect to learn a lot more as chairman.

I would encourage any IDG employee who wants to get involved/more involved with IAB's many committees to send me a note. WU

CFOworld

continued from page 1

2011. The controlled circulation publication currently has a distribution of 12,000. In-house staff consists of Lodin and Web Editor **Ada Fredelius**. Content is generated by a group of freelance subject-matter experts and focuses on strategy, management and leadership issues as they relate to the areas of compliance, tax and legal; accounting; cash management; mergers and acquisitions; project management; careers and leadership and more.

*"For me, it has been very important from the start that I publish a product I would buy as a CFO," said Publisher **Dennis Lodin**, whose background is in corporate finance and accounting.*

CFOworld.idg.se launched in February 2010 and averages 6,000 to 10,000 unique visitors per month.

*CFOworld Web Editor **Ada Fredelius** is also assisting with the new print product.*

"For me, it has been very important from the start that I publish a product I would buy as a CFO," said Lodin, who originally joined IDG Sweden as CFO and whose background is in corporate finance and accounting.

Lodin said the CFOworld site will continue to be the place where all CFO-related content is published. "In print, we will only publish our favorite and most important articles," he noted, adding that each print issue will contain three or four articles that will not appear online for several days.

Lodin said he has had several conversations with the CFOworld team in Germany, headed up by Publishing Director **Michael Beilfuss**, which took a similar tack with its own CFOworld brand, launching a web site in October 2009 following by a print magazine in March 2010.

In May, CFOworld in Sweden will launch its first event for which Microsoft has already signed on as a gold sponsor.

For more information, contact Dennis Lodin at dennis.lodin@idg.se. WU

Anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Thomas Bergerskogen *IDG Norway*
Mark Winther *IDC*

26
Cheryl Crivello *IDG Enterprise*

22
Kenneth Fuller *IDG*
Amy Hanania *IDG*

20
Jeffrey Berlin *PC World | Macworld*
Gary Koch *IDC Hong Kong*

19
Morten Christensen *IDG Norway*

17
[illegible] Mola *IDG Enterprise*

16
Robert Gleason *IDG*
Mustafa Mustafa *IDG U.K.*

14
Enku Gubaie *IDG Enterprise*
Keith Shaw *IDG Enterprise*

13
Christopher Murphy *IDC*
Manuel Pastor *IDG Spain*
Sung Chik *IDG U.K.*

12
Matthew Yorke *IDG Global Solutions*
Becky Bogart *InfoWorld*
Jason Gould *IDC*
Lucinda Derby *IDC*
Melita Marks *IDC*
Karine Paoli *IDC U.K.*

11
Cynthia Crow *PC World | Macworld*
Jonathan Gaw *IDC*
Matthew Eastwood *IDC*

10
Øyvind Sundkvist *IDG Norway*
Dorota Chrisp *IDC U.K.*
Kazuo Aida *IDC Japan*

8
Kjell Klausen *IDG Norway*
Diane Gittlen *IDG Enterprise*
Grant Gross *IDG News Service*
Cecilia Löwenadler *IDG Sweden*

7
Danielle Thorne *IDG Enterprise*
Susanna Hinds *IDG*
Sabine Wagner *IDG Germany*

6
Susan Murray *IDG Enterprise*
John Danielowich *IDG TechNetwork*
Kevin Ford *IDG*
Kevin Barden *PC World | Macworld*
Winnie Jang *IDC Korea*
Michael Araneta *IDC Singapore*
Florian Klein *IDG Germany*
Stephanie Alonso *IDG Germany*
Jan Larsen *IDC U.K.*
Jose Soto-Padron *IDG Sweden*

5
Paul Kent *IDG World Expo*
Colleen Boucher *IDG*
Freda Tong *IDC China*
Thomas Zhou *IDC China*
Lisa Glover *IDG Global Solutions*
Ayuchi Takamatsu *IDC Japan*

4
Jørgen Bakke *IDG Norway*
Morten Lyse *IDG Norway*
Kjetil Gogstad *IDG Norway*
Christian Montminy *CXO Media*
Erica Foster *IDG Enterprise*
Daniel Doherty *IDG Enterprise*
Jenna McGuirk *IDG Enterprise*
Bridget McGuire *IDG*
Alfonso Casas Martin *IDG Spain*
Katarzyna Hadka *IDG Poland*
Thomas Lillelund Jensen *IDG Denmark*
Alejandro Valdes *IDC Mexico*

3
Kirsti Østvang *IDG Norway*
Jan Andreas Knudsen *IDG Norway*
James Vuong *IDG Venture Vietnam*
Janine Christensen *IDG Sweden*
Ravi Madha *IDG Global Solutions*
Jacek Glica *IDG Poland*
Edward Wawrzyniak *IDG Poland*
Marius Flueckiger *IDG Switzerland*
Carrie-Ann Skinner *PC Advisor U.K.*
Linda Bertolissio *Macworld U.K.*
Mark Chillingworth *CIO U.K.*

2
Karen Werner *IDG Enterprise*
Jennifer Spencer *IDG*
Dave Pearson *IDC Canada*
Patrick Vernack *IDG Netherlands*
Jorrit den Heijer *IDG Netherlands*
Saikiran Kodumuri *IDG CCR India*

1
Corissa Donaghy *IDG Enterprise*
Colleen Barry *IDG Enterprise*
Ashley Starr *IDG Enterprise*
Marina Lau *IDG Enterprise*
Toni Panayotov *PC World | Macworld*
Gabriel Rogol *PC World | Macworld*
Steve Kawalit *IT World Canada*
Regina Münz *IDG Germany*
Rodrigo Duque Estrada de Lima *IDC Brazil*
Anh Nguyen *Computerworld U.K.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

New on IDG Central: Podcast on motivation, business blogging tips and more

Here are a few new content items on IDG's intranet, IDG Central:

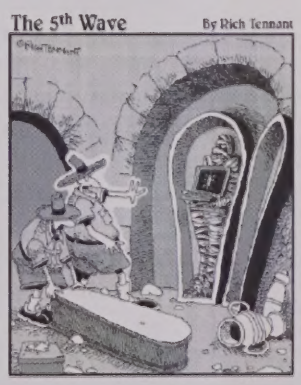
Getting and Staying Motivated Podcast. This 23-minute podcast with Julie Lynch, director of Uncommon Consulting and a former IDG HR manager, is in [illegible] Resources/IDG Training and [illegible]velopment section.

SocialTech Video. This conference featured dozens of high-tech B2B social media marketing experts — including two from IDG — who showcased real-life social media marketing programs. This on-demand video is available until Jan. 24. See the link on the home page of IDG Central or in the Social Media Knowledge Center.

Blogging and Twitter Tips. Colin Browning of IDG Strategic Marketing Services has posted several new links in the Social Media World group page, including 10 Tips To Better Business Blogging and How to Be More Engaging on Twitter. Go to Groups and select Social Media World, then read the comments section.

Writing Workshop: PCW Senior Editor Steven Gray tackles thorny grammar problems each week. Go to Employee Blogs and choose Writing Workshop.

New cartoon caption contest. The latest edition (at right) concludes Jan. 20. See the link on the home page and post your caption in the comments area.



celebrating 10!

Name
Zhang Yuyin

Home
Beijing

Joined IDG
October 15, 1999, HR Manager, President's office, China Computerworld Media Group.

Current title
Director, HR Department of CCW Group. I am in charge of the overall human resources function for our group.

What's kept you at IDG for 10 years?
Our company always provides me with challenging opportunities.

Best piece of advice you've ever received?
If you run around the earth, you will die. If you run around yourself, the earth will run around you. My understanding is one should use his own judgment and be persistent.

Accomplishment at work of which you are proud
When our department was first set up, we had to establish all the systems including salary, benefits and incentive mechanisms. We accumulated experience gradually as we went along.

Most challenging part of your job
Human resources is a profession that demands communication with various kinds of people. The most challenging part is how to get to know people, how to really understand people, how to inspire people, and how to influence people.

Best way someone could compliment you on your work?
By recognizing that I am a person who is not afraid of difficulties and likes challenges.

What talent do you wish you had?
I wish I could speak fluent English.

Favorite way to work off stress
Writing in my diary and shopping.

What's your favorite thing on your desk?
My daughter's photo.

Interests outside the office
Classical music

Family
My husband Yan Jin and my 4-year-old daughter Yan Xin'ai.

Zhang Yuyin *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner honoring her 10 years of service to the company.*

What did you want to become when you were a child?
Music teacher at a primary school.

If you won the lottery tomorrow, you would
Set up a foundation.

One possession you'd grab if your house were on fire?
My computer

Favorite vacation spot
Tahiti

Favorite sport
Swimming

Favorite movie
Spellbound

Your idea of a perfect day alone?
Having a healthy breakfast, reading books or seeing a movie, cooking dinner for family members, walking along the seaside after dinner.

Retirement dreams?
I would like to learn to sing and do Chinese calligraphy.

Manager's profile
"Zhang Yuyin is a dedicated, responsible and creative person. She has strong administrative skills and has taken effective measures to put our internal administration in good order. She helps the group select capable staff and managers, keeps each business unit lean and handles human resources disagreements, so that the HR administration of CCW Group ranks among the top few in the domestic media field."

—Qin Chao, vice president of CCW Group and director of the president's office

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Kirk Campbell *IDC*
Bob Carrigan *IDG Communications*
Dennis Lodin *IDG Sweden*
Karen Ren *IDG China*
Rathina Sabapathy *CCR*
Jason Snyder *InfoWorld*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

24 JANUARY 2011
VOLUME 41, NUMBER 3

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG launches first private ad exchange for the tech market

Tech Media Exchange gives marketers more control over ad price, placement

Earlier this month, IDG TechNetwork announced that it will launch the industry's first private ad exchange focused exclusively on the technology market. The Tech Media Exchange (TMX) will launch in beta in February and will initially feature some 450 IDG-approved technology sites. Marketers will be able to use the site's real-time bidding platform and advanced targeting capabilities to select the specific impressions they are interested in purchasing.

"According to some reports, as much as 56% of media buyers' online ad spend is already devoted to real-time bidding."

— Dedric Choi, VP, product development, IDG TechNetwork

"A private ad exchange is a natural extension of the IDG TechNetwork," said **Peter Longo**, CEO of the New York-based IDG TechNetwork. "TMX provides an automated buying platform that will allow publishers in the exchange to monetize unsold inventory while giving buyers more control over where their advertising appears and at what price."

While ad networks like the IDG TechNetwork have been around for a number of years, ad exchanges have begun to gain real traction in just the past 12 to 18 months, noted **Dedric Choi**, VP of product development at IDG TechNetwork. "According to some reports, as much as 56% of media buyers' online ad spend is already devoted to real-time bidding," Choi said.

When marketers purchase inventory on an ad network, they typically do not know exactly which sites within the network their ads will appear on, Choi explained. "Ad exchanges, on the other hand, give marketers more control over both placement and price by letting them specify bidding parameters," he said.

continued on page 4

Inside this issue

CIO U.K.'s social media program for Fujitsu wins B2B marketing award *page 2*

Three ways to customize the IDG Total Portfolio handout *page 2*

IDG to sponsor second annual BtoB Social Media Marketing Awards *page 2*

One on one: IDC Latin America's Raúl Ceja *page 3*

Michelle Bailey, Scott Ellison win IDC Peacock Awards *page 4*

Cartoon caption contest winner named; new cartoon *page 7*

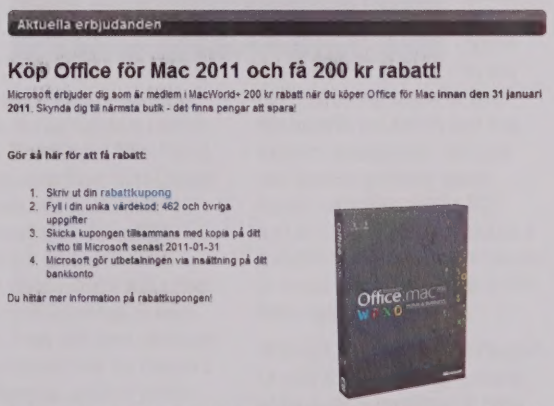
Celebrating 10 IDG China's Frank Wang *page 8*

MacWorld Sweden membership club strengthens reader ties

To stay ahead of a growing number of local competitors, as well as retain its loyal readers, MacWorld Sweden has created a MacWorld membership club. Members receive product offers from partner firms, and MacWorld gains an additional way to keep its readers while building its customer database.

MacWorld Sweden club membership is automatically provided free to any reader with a full-year subscription, which costs 765 Swedish kroner (US$113). The MacWorld Sweden club currently has 4,500 members, about half the number of its subscribers.

"We only have e-mail addresses for half our subscribers," said IDG Sweden Marketing Manager **Marie Hemberg**, "so we're urging our subscribers through letters and our website to update their contact information. We always ask for an e-mail address and mobile phone number when someone subscribes. Going forward, we could ask members for information on their user habits and needs to provide more customized offerings."



Aktuella erbjudanden

Köp Office för Mac 2011 och få 200 kr rabatt!

Microsoft erbjuder dig som är medlem i MacWorld+ 200 kr rabatt när du köper Office för Mac innan den 31 januari 2011. Skynda dig till närmsta butik - det finns pengar att spara!

Gör så här för att få rabatt:

1. Skriv ut din rabattkupong
2. Fyll i din unika värdekod: 462 och övriga uppgifter
3. Skicka kupongen tillsammans med kopia på ditt kvitto till Microsoft senast 2011-01-31
4. Microsoft gör utbetalningen via insättning på ditt bankkonto

Du hittar mer information på rabattkupongen!

In December, members could take advantage of a discount on Office for the Mac 2011.

With their club membership, readers can receive a

continued on page 5

on brief newsworthy

CIO U.K. 's social media program for Fujitsu wins B2B marketing award

CIO U.K. recently won the B2B Marketing Awards 2010 award for 'Best use of social media' in recognition of its Infrastructure as a Service campaign on behalf of Fujistu U.K. & Ireland.

DOMINIK TOMASZEWSKI

*The team behind the Fujitsu campaign: (back, l-r): Developer **James Hull**, Designer **Stephen Taylor**, CIO Account Manager **Matthew Bennett**, Head of IDG U.K. Strategic Marketing Services **Daniel Shaw**, B2B Publishing Director **Marcus Wilkinson**, and Community Manager **Joao Felizardo**. (Front, l-r): Strategic Program Manager **Kat Neal** and Program Delivery Assistant **Talya Mouharrem**.*

The IDG U.K. team worked with Creative Direction Consultants to devise and implement the program, which began in November 2009 and to date has built a social community of 500 IT influencers. It has provided industry leaders with relevant Fujitsu materials about cloud computing and gathered market intelligence that enabled Fujitsu to develop a more customer-centric approach for its cloud-computing service.

The team created an Enterprise Cloud Computing destination on CIO.co.uk, populated with Fujitsu video and white paper content alongside CIO editorial content, some of which was custom-sponsored content created exclusively for the zone.

A series of editorial polls and unique question units on CIO.co.uk channeled respondents to a destination on Twitter (@cloud_zone) that followers viewed as a key resource for information on cloud computing. As a result, Fujitsu was able to engage with prospective customers in an open and trusted environment.

"The success of this program was built on creating genuinely engaging content and conversation around the subject," said **Marcus Wilkinson**, publishing director, IDG U.K. "It is a great example of a content-led social media initiative drawing a community together and delivering measurable return on investment."

Write to dan_shaw@idg.co.uk.

For more details about the Fujitsu campaign, go to http://www.b2bm.biz/Features/?groupId=38157&articleId=38388. For a complete list of winners, go to http://www.b2bm.biz/awards2010/. WU

Customize IDG Portfolio handout

A handy way to show prospective clients the full range of IDG products worldwide or in a region is a one-page handout, IDG Total Portfolio, which has been available for download on IDG Central the past few months. The handout, modeled after IDG Germany's Total Portfolio, is a summary of IDG products worldwide based on images and text found in the 2011 Media Kit.

This handout is based on one originally created by IDG Germany.

Now, there is a new option for business units interested in customizing the handout, which is useful if a business unit or region doesn't have products across all the categories. Employees can still customize the handout themselves by creating their own PDF or PowerPoint version using the templates provided. A third option has been added: having the IDG Total Portfolio professionally created by the designer of the 2011 IDG Media Kit.

To request this service, go to www.idgcentral.com/Resources/CorpComm/HowTo__2011_IDG_Total_Portfolio/ and click on Option 3 for more details and to fill out an online order form.

You can also find the page by clicking on the Resources link on the home page of IDG Central and going to Resources/Corporate Communications. Click on the Media Kit cover and choose the "create your own custom IDG Total Portfolio" link.

The professional service is free for creating a simple piece within the existing template design. A more complex design may incur additional costs, which will be provided in a quote before design begins.

*Write to **Susanna Hinds** at susanna_hinds@idg.com.* WU

IDG to sponsor second annual BtoB social media Marketing Awards

For the second year, IDG will be sponsoring the BtoB Social Media Marketing Awards, which recognize outstanding social media marketing campaigns in seven categories. The categories include: Best Use of Facebook, Best Use of Twitter, Best Use of LinkedIn, Best Use of Viral Video, Best Corporate Blog, Best Closed Community and Best Social Media Integrated Campaign (across more than one social channel). BtoB editors will select a winner and runner-up in each category. They will also nominate their favorite entries for People's Choice Awards, and the public will be invited to select one tech and one non-tech program via an online voting process.

"We sponsor these awards as the founding sponsor because early on IDG saw the tremendous value and opportunity in social media in the B2B category," said IDG Global Solutions President **Matthew Yorke**. "We approached B2B with the idea because we recognized that we needed an independent voice/voting process and the power of their brand in the B2B marketing space to lend the awards credibility and true industry acceptance. Our goal has been to promote social media marketing within B2B and to have IDG recognized as a thought leader and market leader in social media marketing in the technology category."

Winners, runners-up and People's Choice finalists will be honored at an awards breakfast in New York City on May 24.

Information about last year's winners can be found at www.btobonline.com/section/sma_rollup. More information about this year's program is available at www.btobonline.com/socialawards. WU

one on one the interview

Raúl Ceja
The group VP of IDC Latin America is this week's columnist. Reach him at rceja@idc.com.

Raúl Ceja joined IDC in May 2002 as a sales manager for the newly opened subsidiary in Mexico. In 2004, he was named VP/sales, managing the IDC Latin America sales group. In 2007, Ceja become country manager for IDC Mexico. In 2008, he was also given oversight responsibility for the South Cone (Argentina, Chile and Peru) operation. Last October he was appointed to his current role of group VP, IDC Latin America.

IDC Latin America at-a-glance

Established 1990

Headquarters Miami

Number of employees Miami, eight; Brazil, 59; Mexico, 40; Argentina,19; Chile, 7; Peru, 10; for a total of 143, and this includes a call center group in Brazil.

Key customers HP, Microsoft, IBM, Telefonica, Dell, Sony, RIM, SAP, Samsung and Canon.

Q Can you give us a quick overview of the IT market in the region?

A The Latin American economy looks good for 2011, and we expect to have positive growth in almost all countries (except Venezuela). The biggest economies, in terms of the highest growth rates in their GDPs, are Brazil, Chile and Peru. As for IT spending, we expect a very similar tendency of growth, with Brazil growing at a rate of 10.9% in 2011 followed by Mexico (9.7%), Colombia (7.5%), Argentina (5.8%) and Chile (3.9%). Beyond these growth rates we are seeing higher investment in Software and Services (8.2% and 9.2% year-over-year growth), which tells us the story of increased maturity in the use of IT in our region.

Q Who are IDC's competitors in Latin America?

A Our main competitors are the usual international research companies like Gartner, Pyramid and Frost and Sullivan, together with new research boutiques that emerge continuously. IDC's most important strength is analyst coverage and market continuity. Our team consists of 143 people of whom 78 are analysts and consultants. It is for sure that our international competitors or boutiques don't have more than 40% the analysts we have. The second most important strength is continuity. Boutiques come and go very fast, and the international companies have a very opportunistic strategy. When the economy is tough in Latin America, those international firms reduce analyst teams significantly or leave the country altogether.

Q The Latin American region performed relatively well during the recent recession. Why?

A When the recession cast its shadow somewhere in the beginning of 2008 we felt a strong urge to prepare ourselves because our region has been under severe recessions in the past. We knew that common wisdom calls for businesses to cut (or withhold) IT spending and later for our clients to do likewise for marketing spend.

What we did is to consciously work harder in delivering the message that it is in the crisis when clients rely more on information than ever. We took it as an opportunity to be closer to our clients and fasten the seatbelt together with them and do something instead of wasting our energy on worrying or cost cutting.

Those efforts were only possible because by that time we were very concentrated on rebuilding the company's operational framework that includes many objectives. Among them are: focus on quality and client satisfaction; organize our company to synergize in understanding what our clients really need; and manage operational efficiency on our core processes.

Q What is the IDC Compete Campaign?

A The "Compete" service was started by IDC Mexico and was designed to build a process through which IDC provides ongoing value to clients and creates sustainable growth for us. In the past we were providing information services to our clients that in some cases were not renewed. When we wanted to go back to clients to sell these services, it seemed we were starting from scratch. So, we needed a disciplined approach to be with our clients, giving them value continuously, and becoming their shoulder-to-shoulder advisor. Through this approach we aim to renew most of our services, find out about the client's level of satisfaction early in the process and finally find new business opportunities that emerge during these interactions with clients. To put it simply, our Executive Compete Service is a series of customized presentations based on the Tracker service and a custom methodology aimed to respond to specific questions for the country manager or the highest business authority in the country. Usually we have either quarterly or semi-annual presentations to the client depending on the contract.

This service has been crucial for us in our strategy to keep ourselves close to our clients. For other regions to be able to take advantage of it, a series of important actions must be put in place. For instance, analysts are going through a process of certification for the Compete methodology, and new training needs have to be made for analysts to be ready to stand in front of business executives and provide a service of value. Naturally, this is worth the effort, because we can't imagine a business without us being able to do that very well.

Q How does the IDC Latin America office in Miami interact with IDC offices in the region?

A Our analysts are grouped in three groups (Consumer, Enterprise and Telecommunication), and all analysts in the countries report directly to the region analysts. This enables us to have consistent operations, quality programs, training programs and an overall research strategy across the region, to finally be the same consistent IDC in all countries and in the region for our clients.

The sales territories are grouped also into three groups across the region and the countries. The regional sales person has become the leader of each group. This change has allowed putting in place better plans by accounts and has improved collaboration and reduced competition between sales people at the maximum possible level, and again, helps us be better prepared for clients' requests. WU

IDC's Michelle Bailey, Scott Ellison earn top research award

IDC's most prestigious research award was presented to two analysts at a ceremony held last week at IDC's Framingham, Mass., headquarters. This year's winners are VP for Enterprise Platforms & Datacenter Trends Research **Michelle Bailey** and VP of Mobile Research **Scott Ellison**. In attendance at the Jan. 19 ceremony were dozens of IDC colleagues as well as IDG Chairman **Pat McGovern**.

KELLEY CONLEY

*IDC President & CEO **Kirk Campbell** (l) announced the winners of this year's Peacock Awards — **Michelle Bailey** and **Scott Ellison** — at a ceremony last week attended by IDG Chairman **Pat McGovern**.*

Bailey joined IDC in 2001 and is well known by clients for her excellent primary and quantitative research skills, said IDC President & CEO **Kirk Campbell** at the presentation. "Michelle was the initial architect in 1998 of IDC's groundbreaking Server Workloads research, which is IDC's most successful and longest running multiclient study. In addition, she has been the author for the past six years of the Server Virtualization multiclient study, which is relied upon by all major software and hardware vendors to gauge the impact of virtualization on the IT infrastructure markets. She is IDC's leading expert on Data Center Transformation and is highly sought after by IT vendors for speaking engagements and thought leadership."

Ellison, who joined IDC in 2000, is a prolific author with a reputation for strong research, initiative and creativity, Campbell said. Earlier in his career he launched and developed three major IDC research products; the mobile entertainment program, the mobile business network services program and the Mobile QView. More recently, he has pioneered IDC's research in one of the most important new industry trend areas, mobile apps.

"Scott has developed a key external partnership which allows IDC to publish leading-edge survey research on mobile app developer trends. He is also highly sought after as an external speaker on mobile trends and for his strategic insights for consulting projects," Campbell noted.

For more information on the Peacock Awards, contact Associate HR Representative Kelley Conley at kconley@idc.com. WU

A 27-year tradition

IDG Chairman **Pat McGovern** established the Peacock Awards in 1985 to recognize exceptional research quality in honor of the accomplishments of Jim Peacock, an IDC vice president for 15 years until his death in 1981.

The award is given to employees who exemplify Peacock's professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients.

IDC's vice presidents and senior vice presidents nominate employees for the award, and IDC President & CEO **Kirk Campbell** makes the final selections.

Tech Media Exchange

continued from page 1

A marketer, could, for instance, choose to have their ad served only on a short list of sites to high-income, tech administrators located in the northeast part of the U.S. They would then decide how much they are willing to pay for that placement and enter their bid. Then, whenever a high-income tech administrator visited a site on the target list, the marketer's bid would be compared with others' bids; the winning bidder's ad would then be shown.

This all happens programmatically in real-time through automated buying platforms called Demand Side Platforms that facilitate bidding and buying through exchanges, Choi explained.

"Technology inventory is very hard to come by," Choi noted. "With this launch we are capturing significant first-mover competitive advantage. Since announcing the exchange, we've been fielding a ton of inbound calls from prospective buyers," Choi added.

The Tech Media Exchange is powered by private exchange technology from AdMeld.

For more information, contact Dedric Choi at dedric_choi@idgtechnet.com. WU

What is an ad exchange?

An ad exchange is an online marketplace that facilitates the buying and selling of online advertising inventory via real-time auctions. Inventory is sold to the highest bidder. Sophisticated data targeting tools allow the segmentation of high-value audiences and let buyers target the precise impressions they want.

Membership club

continued from page 1

free movie each month from product reseller http://www.headweb.com, free data storage and backup from Diino, half-price Web site hosting from FS Data, discounted book offers from Pagina Publishers, a 3% discount on all Apple products except the iPhone and a 15% discount on a variety of Apple accessories from product reseller Macoteket.

According to Hemberg, there are also special offers that change monthly. In December, for example, members could take advantage of a SEK 200 ($30) discount on Office for the Mac 2011.

IDG Sweden's PCWorld-brand PC För Alla and IT buyers' guide M3 came up with the idea of customer clubs in 2009 in order to increase customer loyalty and subscription revenues. When a member's subscription is close to expiring IDG Sweden sends the individual an e-mail or an SMS with an offer to continue the subscription, and the subscriber can accept directly. M3's subscription renewal rate has increased since its club was launched because 'the renewal process has become much easier for us and the customer," Hemberg said. "PC För Alla's renewal rates increased as well, with more and more new subscribers taking full-year subscriptions because of all the benefits offered by the club." Among the PC För Alla club benefits are free computer support and a free security package with antivirus, firewall, antispyware and antispam tools.

Many of M3 and PC För Alla partner firms also work with MacWorld.

In February, MacWorld plans to offer an online version of the print membership club in which online readers can purchase a membership for SEK 299 ($45) that will give them the same product offers that print subscribers get free through their paid annual subscription. "Initially, we expect around 1,500 paying online-only members," Hemberg said. MacWorld is considering offering a second online-only membership for SEK 499 ($75) that would include a digital edition of MacWorld.

Hemberg added that members will have access to a free digital edition of MacWorld within the next month. In December, MacWorld for the iPad was launched at SEK 75 ($11), nearly the cost of the print edition. "Unfortunately we can't offer iPad subscriptions for our existing subscribers yet," Hemberg said. Earlier this month MacWorld released its second iPad issue, and sales have been "outstanding," Hemberg said. The first iPad edition sold 1,150 copies, "so we were slightly shocked when we saw how well the second sold -- in just a few days, 2,300 people bought the magazine."

*Key people involved in developing the MacWorld Sweden membership club" (l-r): **Andreas Leijon**, MacWorld Sweden editor-in-chief; Joel Westerholm, online editor; and **Marie Hemberg**, IDG Sweden marketing manager. (Not pictured: **Jesper Landén**, MacWorld business manager and **Magnus Mu Ray**, MacWorld sales associate.)*

Because the second issue was released a few days late, MacWorld experimented and reduced the price 50%. "Many readers have responded positively to that, obviously. What we'll charge for future releases has yet to be decided," Hemberg said. She added that the goal for the spring is to offer iPad subscriptions for readers who want MacWorld in that format as well as an affordable package for club members who want both the hard-copy version and the iPad version.

MacWorld markets the club and its advantages in its subscription campaigns. Hemberg said MacWorld is planning to run online contests to add more subscribers' e-mail addresses to its database and promote the club to them.

Following the M3 and PC För Alla model, when it's time for a member reader to renew their subscription MacWorld will send them an e-mail offering to shorten the renewal process. "Since we are three consumer titles that run clubs, we can work together on new offers to our members and share the development costs for new services and features," Hemberg said.

Write to marie.hemberg@idg.se.

Local competition heats up

IDG Sweden Marketing Manager **Marie Hemberg** said that while MacWorld continues to be the market leader in the local Apple niche, its competitors are on the rise. "iPhone Magazine quickly gained market share when it was launched in August 2010 by Mediaprovider," she said. "On the Web there is 99Mac [http://www.99.se/99mac], which claims to have 80,000 members, and Macfeber [http://feber.se/mac], owned by Bonnier Journals, one of Sweden's largest publishing houses."

According to Hemberg, MacWorld has not lost a significant number of readers but must compete for readers' time to remain their primary source of Mac information. "It's also rather difficult to bring in new readers because of the competition, and it's a challenge to get readers who subscribed to MacWorld on a short-term trial basis to extend their subscription for a longer period."

Learn more in the Reader Revenue Knowledge Center on IDG Central

Ideas about other reader revenue ideas, such as bookazines, specialty guides and event-based executive clubs, are in the Reader Revenue section of IDG's intranet. Click on the Knowledge link on the home page and select Reader Revenue Knowledge Center.

noteworthy people

New employees

Ouafa Kathir is **IDC MEA**'s new country manager for North Africa. She was previously communication manager for the Moroccan Ministry of the Interior and has also held marketing positions with the Ministry of Energy, a telecom company and a renewable energy firm. She holds an MBA from Morocco's ISIAM as well as master's degrees in project management and gender policy. In her free time she works with rural girls "to improve their level of entrepreneurship." *okathir@idc.com*

IDG Communications U.K. has hired **Mark Jervis** as an e-mail marketing executive. He was previously an online marketing executive with Capita Business Services. He earned a B.A. in business administration and marketing from London South Bank University and enjoys football, swimming and socializing. *mark_jervis@idg.co.uk*

Also new at **IDG Communications U.K.** is Marketing Executive **Jenny Thwaites**, handling marketing and online lead generation for the B2B brands. She was previously a marketing and policy executive with SaBRE, a Ministry of Defense-sponsored program that provides support for members of the Reserve Forces. She holds a B.A. in English and American literature from the University of Kent and professional qualification in digital marketing from the Institute of Direct Marketing. In her free time she enjoys reading, painting and squash and is currently learning to play the drums. *jenny_thwaites@idg.co.uk*

White

Research Analyst **Cate White** comes to **IDC**'s Manufacturing Insights team from PointBridge where she was a marketing manager. She earned a B.S. in finance from Fairfield (Conn.) University and an M.S. in integrated marketing communications from Chicago's Northwestern University. Her interests include cooking, running and reading. *cwhite@idc.com*

IDG WORLD UPDATE
Price

Tom Price is **GamePro**'s new executive editor, a title he also held at his previous job with TeamXBox.com. He holds a B.A. in English from San Francisco State University and enjoys cooking, travel and following the San Francisco Giants baseball team. *tprice@gamepro.com*

Brecher

Sherry Brecher joins **IDG Tech Net**'s San Francisco office as an account executive, coming from United Healthcare where she was a new business coordinator. She earned a B.S. in finance and marketing from Syracuse (N.Y.) University and has also studied at the University of New South Wales in Sydney, Australia. In her free time she enjoys travel, films and soccer. *sherry_brecher@idgtechnet.com*

PETER SHORT
Lantsman

Previously an analyst with Great Lane Capital, **David Lantsman** joins **IDC Framingham** as a senior research analyst. A graduate of Brandeis University in Waltham, Mass., he holds a B.A. in economics and an M.A. in international economics and finance. Away from the office he enjoys skiing, tennis and swimming. *dlantsman@idc.com*

Calling all Noteworthy candidates

Send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

Flipping good class!

IDG WORLD UPDATE

*The IDG News Service's Video Content Manager **Nick Barber** (l) helps PCWorld Editor **Ed Albro** during the Video 101 class in San Francisco earlier this month. The popular day-long class, coordinated through IDG Training & Development, provides participants with an introduction to learning to shoot and produce video for the Web using Flip cameras and Flip Share video editing software.*

The next Video Basics class will be held in Boston on March 16. See the IDG Training & Development course listing for U.S. employees at https://hr.idg.com.

Wanted: Photos of the Day

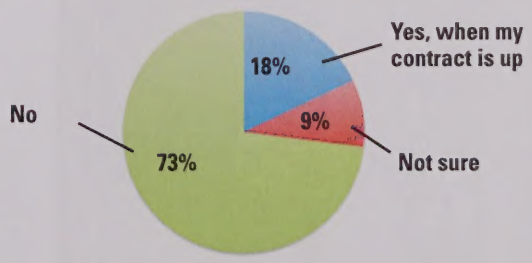
The Photo of the Day feature on the home page of IDG Central, like the one above of the video training class, is a way to see a quick snapshot of what's happening at IDG business units around the world.

Any employee can send in a photo shwoing a little slice of life at the office, or it can be an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share with colleagues.

Send the photo with a short description to idgcentral@idg.com.

Question of the Week results for Jan. 17

Will you buy an iPhone from Verizon?



Log on to www.idgcentral.com to vote on this week's question:
Do you think Steve Job's absence due to his medical leave will negatively affect Apple's performance?

service for fun

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Renee Pierce *IDG*

24
Claudette Sears *IDG Research Services*

18
Laura Nurzynski *IDC*
Shane Rau *IDC*

17
Cathy Garland *IDG*

16
Richard Bailey *IDG U.K.*

13
Kevin Ebmeyer *CXO Media*

12
Daniel Sjöholm *IDG Sweden*

Margaret Dings *IDC*
Shirley Chua *IDC Singapore*

10
Karen Mosher *IDC*

7
Stacy Crook *IDC*

6
Jill Feblowicz *IDC*
Reuben Miller *IDC*
Veryl Wilcox *IDC*
Jason Holman *IDC*
Gary Crandall *IDG*

5
Mathias Ekstrand *IDG Sweden*
Matthew Davis *IDC*
Terry Hou *IDC China*
Alison Brooks *IDC Canada*

4
Adolfo Becerril *IDC Mexico*
Joanna Golasewska *IDG Poland*
Tsutomo Suganuma *IDG Japan*
Sean Nakamura *IDG Enterprise*

3
Dominik Blaszczykiewicz *IDG Poland*
Rintaro Tachibana *IDG Japan*
Jason Leung *IDC Australia*

2
Russell Kearney *TechWorld U.K.*

1
Emma van Beurden *IDG U.K.*
Keiko Inami *IDC Japan*
Giuliana Midena Soares *IDC Brazil*
Fernando Ribeiro Lyra *IDC Brazil*
Tommy Burnett *GamePro*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Training resources on IDG Central

Check out the collection of podcasts, webinars and other training resources on IDG Central. These include:

Podcasts
Conquering Challenging Conversations
Getting and Staying Motivated
Innovation and Creativity
Business Writing
Developing Your Career

Webinars
Foursquare: How Gelocation Changes the International Marketing Landscape
Manager's Magic Potion

Go to the Resources link on the home page and click on IDG Training & Development.

off line

Congratulations to **Jonas Triebel**, the winner of the Jan. 10 cartoon caption contest. Jonas will have his choice of a book of Fifth Wave cartoons or an IDG T-shirt. The honorable mention winners below will receive IDG World Update pens.

Honorable mentions

"Look, it's an ancient spam e-mail from a pyramid scheme!"
Brian Klunk *Network World*

"Watch out, Horace! It's the original Blue Screen of Death!"
Stephen Compton *PC World*

"Instead of asking us to troubleshoot it, maybe you should just buy a new one."
Steven Gray *PC World*

If Steve Jobs had been born in ancient Egypt...
Norris Boothe *GamePro*

"Now that's what I call a digital native!"
Jonas Triebel *IDG Germany*

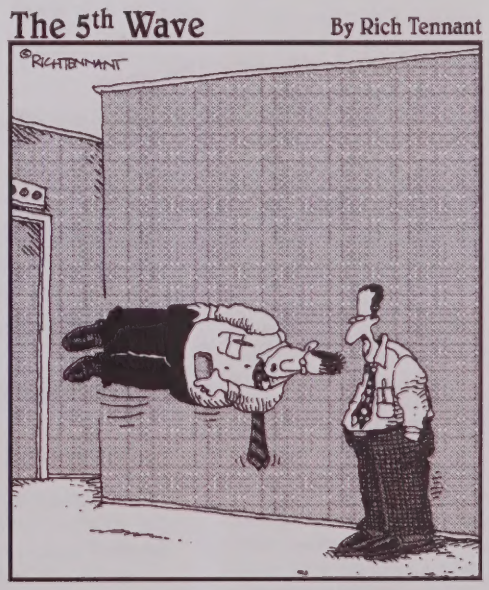
"Look! I think we've found Barberamon III"
Lennard Hoogenraad *IDG Netherlands*

Rich Tennant's original caption:
"Run, Nigel! It's the mummy's cursor!"

New cartoon caption contest

The cartoon at right is on the home page of IDG Central. Submit your caption by clicking on the cartoon and posting it in the comments area, or e-mail it to world_update@idg.com.

The deadline is Feb. 10. Good luck!



celebrating 10!

Name
Frank Wang

Home
Beijing

Joined IDG
April 1, 2000, as Publisher, Popular Mechanics.

Career path since joining IDG
April 2000-July 2001, Publisher, Popular Mechanics; August 2001-January 2005, Assistant to President; February 2005-January 2010, Assistant President; February 2010-present, Vice President, IDG China

Current title
Vice President, IDG China. I am involved in government relations on behalf of IDG China.

Most challenging part of your job
China's media industry is a sensitive one with many limitations on foreign funds. Many of our publishing businesses need to get approvals from the government, which is a big challenge. My job is to persuade the government officials to say yes and grant our requests.

One thing you've learned during your tenure at IDG
Nothing is impossible in China.

Latest accomplishment
Getting an online video permit for our investee companies in China.

An accomplishment of which you are proud?
In 2002, I helped Hugo Shong sign cooperation agreements between IDG and GAPP (General Administration of Press and Publication) and SARFT (State Administration of Film and Television), two major partners of our businesses in China.

You joined IDG because
When I was working in media, I knew that IDG is the most successful publishing company in China.

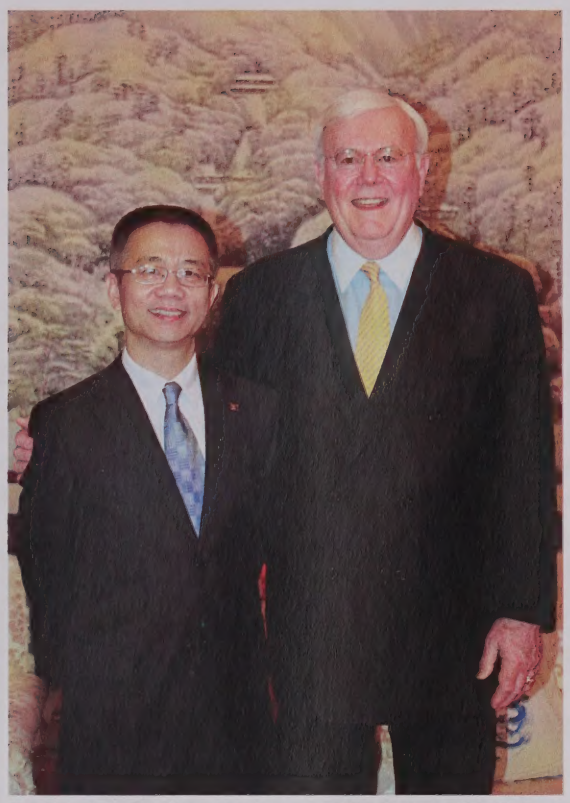
What's kept you at IDG for 10 years?
IDG's business has a great potential of development in China.

Best compliment you've ever received on your work?
Hugo Shong, my boss, said, "Well done!"

Interests outside the office
Surfing the Internet, reading, playing bridge.

Family
My wife Ruan Yao, and my nine-year-old daughter Wang Zhiyuan.

What skill do you wish you had?
Fluency in English.



*IDG China's **Frank Wang** was the guest of IDG Chairman **Pat McGovern** at a recent dinner honoring his 10 years of service to the company.*

Your idea of a perfect day alone?
Surfing the Internet, reading an autobiography, putting family photos in good order, washing my own clothes (my wife won't let me do that usually), and watching NBA live if there is a game on.

Most prized possession
My daughter.

Favorite vacation spot?
Kenya, Maldives

Favorite movie
True Lies

Retirement dreams?
Traveling twice a year and writing some articles for magazines.

Manager's profile
"Frank Wang has been engaged in government affairs since 2001. He helped me get the licenses for both our magazines with license agreements and our investee companies. He is an easy-going person with a lot of patience. "

— Hugo Shong, president of IDG China

Change your IDG Central password

Did you know you can change your auto-generated IDG Central password? Click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Raúl Ceja *IDC Latin America*
Dedric Choi *IDG TechNetwork*
Kelley Conley *IDC*
Marie Hemberg *IDG Sweden*
Karen Ren *IDG China*
Dan Shaw *IDG U.K.*
Matthew Yorke *IDG Global Solutions*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

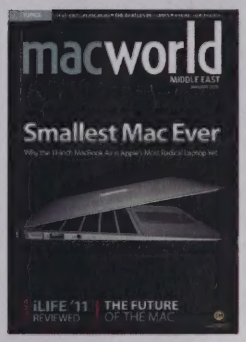
International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

31 JANUARY 2011
VOLUME 41, NUMBER 4

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM



IDG's publishing partner in UAE launches three titles

IDG's publishing partner in the United Arab Emirates launched a trio of consumer titles at the region's largest IT show, GITEX, held late last year in Dubai. The company's new PC World Middle East, Macworld Middle East and Gameworld publications are each published monthly in a unique, smaller trim size (approximately 6.5 by 9 inches) designed to stand out on the newsstand.

For now, the three titles, which are all published in English, are being sold as a bundled set for the equivalent of approximately $3.00. "In time, we may spin them out into three standalone titles, but we have no firm plans at the moment," said **Dave Reeder**, editorial director at CPI. "The bundled package is sold at such a low price that we believe it will not keep people from purchasing the entire package

continued on page 4

Macworld's long-awaited iPad app makes its debut

Last week Macworld launched its iPad app, the Macworld Daily Reader. By the end of the third day, more than 100,000 copies of the free app had been downloaded and the reviews were trending very positively.

Users downloaded more than 100,000 copies of the Macworld Daily Reader in the first three days.

"Looks great. I usually go to Macworld website daily, now I will just use this app. Way to go Macworld," said one reviewer.

"Definitely looking forward to watching this grow. Editorially speaking, I already trust these guys, so their document[ing] of this app's evolution will be as fun to follow as the app itself," noted another.

The Macworld Daily Reader is not intended to replace

continued on page 4

Mobile is key element in four-country Siemens campaign

IGS sells integrated media program in U.S., U.K., Austria and Germany

IDG Global Solutions' (IGS) latest program involving mobile content as a key element in a multi-country integrated media advertising campaign has been so well received by client Siemens that a second phase is already in the works.

In early December, Siemens asked the London-based IGS Strategic Marketing Solutions team to develop a repositioning campaign to demonstrate how technology solutions and services are integral to business strategy as a way to make organizations more effective. "We wanted to create an innovative, high-impact brand awareness campaign, and to do this we chose mobile as a key route to market," said **Christina Carstensen**, director, Mobile Strategy, IGS.

Computerwoche has a custom print ad promoting the mobile sites, with a QR code next to the Siemens logo linking through to the mobile advertorial.

The month-long campaign, worth 266,000 euros (US$364,109) began Jan. 11 in the U.K., U.S., Germany and Austria in CIO, Computerworld and Techworld properties. While the assortment of campaign elements varies from country to country, the collection includes print and online advertorials, bellybands [a paper with a client's message on it that is wrapped around a magazine],

continued on page 5

Inside this issue

IDG Germany wins award for newsletter subscription management system *page 2*

IDC CCR in India presents employee excellence awards *page 2*

One on one: Mark Hobson, Asia regional manager, Fairfax Business Media *page 3*

Celebrating 10: CEOCIO China's He Zhigang *page 8*

in brief newsworthy

Staff at IDC CCR in India honored for outstanding performance

*Winners of the IDC CCR Excellence Awards for 2010 include (l-r): **Gowtham Sampath**, market research analyst, Services Research, IDC AP; **Harish N.**, senior editor, Publishing Services, IDC U.S.; **Kandavel O.M.**, programmer analyst, Pricing Services Research, IDC U.S.; **Pavitra Jayaram**, senior editor, Publishing Services, IDC U.S.; **Priyanka Paramita**, contracts research analyst, Global Services Research, IDC U.S.; **Puneeta Verma**, senior application developer, Worldwide Corporate IT Group, IDC U.S.; **Rajiv Kumar**, contracts research analyst, Global Services Research, IDC U.S.; **Rathina Sabapathy**, senior production coordinator, Publishing Services, IDC U.S.; **Supriya Kamath**, manager, contracts research, Global Services Research, IDC U.S.; and **Venkatesh Mahale**, telecom sector analyst, Worldwide Telecom Research, IDC U.S.*

Ten employees at IDC's Center for Consultancy & Research (CCR) in India were presented with Excellence Awards for outstanding performance during 2010. Winners are determined using an objective methodology that scores parameters ranging from attendance and punctuality to collaboration, communication and participation in various office activities. Winners received trophies and cash awards of INR 20,000 (US$433).

The awards were presented as part of the CCR Annual Day, which is celebrated each January. Employees participate in an evening of performances including songs, dancing and skits. "The evening provides a way for employees to come together and showcase their talents, collaborate with colleagues, demonstrate their organizational skills and have some fun," said **Piyush Singh**, IDC CCR's managing director. "This year, the program was truly awesome and surpassed all our expectations. I can say for sure that our colleagues at CCR are absolutely fabulous and extremely talented. CCR rocks!"

IDC CCR's 65-person staff provides internal services, such as global and regional research support, statistical analysis, software application development, web design, database management, publishing services, customer support and other back-office functions to IDC business units around the world. In March, IDC will open IDC India, a traditional research operation that will provide comprehensive coverage of the local IT market and service the needs of IDC's customers based in India. WU

IDG Germany wins award for newsletter subscription management system

IDG Germany captured an honorable mention in MarketingSherpa's e-mail marketing awards presented at last week's MarketingSherpa Email Summit in Las Vegas. The award was presented in the category of Best Email Innovation and honored the company's streamlined newsletter subscription management system.

"We gave an honorable mention to the effort at IDG Germany that makes unsubscribing easier for its audience," noted lead judge Adam Sutton, who is a senior reporter at MECLABS Primary Research, parent company of MarketingSherpa. "Some less-than-ethical marketers might describe such an effort as undermining their lists' size, but simplifying this process helps keep subscribers happy and lists responsive."

The subscription management system from promio.net that IDG Germany employs allows it to merge the previously separate subscription management pages for each of its 51 newsletters into a single page, simplifying the process of deleting or adding subscriptions for users.

***Melanie Koch** (l), a trainee in the marketing department at IDG Magazine Media GmbH, and **Manuela Eue**, IDG Magazine marketing coordinator, are responsible for the further development of the subscription system.*

"By merging its separate subscription management pages for each newsletter into a single page, IDG Germany actually realized a 3% increase in subscriptions per subscriber," Sutton noted.

"We can now make newsletter offers more efficient for our customers," said **Canio Martino**, publishing manager of IDG Magazine Media GmbH. "Not only do our users benefit from the new system, but it is also an effective CRM tool for us and allows better cross-promotion, customer service and address management," he added.

For more information, contact Canio Martino at cmartino@idgmagazine.de. WU

one on one the interview

Mark Hobson
The Asia regional manager for Fairfax Business Media is this week's columnist. Reach him at mhobson@fairfaxbm.com.

Fairfax Business Media at-a-glance

IDG brands licensed by Fairfax: Computerworld Singapore; Computerworld Malaysia; CIO Asia, which circulates in Singapore, Malaysia, Hong Kong, Indonesia, Philippines and Thailand.

IDG/Fairfax partnership established: 2006. CIO Asia, Computerworld Singapore and Computerworld Malaysia were originally published by IDG Singapore (a wholly owned IDG company that is no longer in operation) up until 2006. Subsequently those titles were licensed to Fairfax.

Number of employees working on these brands: 35

Web sites:
Currently being redirected to www.mis-asia.com, but as of March 2011 will be stand-alone sites:
www.computerworld.com.sg
www.computerworld.com.my
www.cio-asia.com

Q You're no stranger to IDG brands. What's been your career path?

A I started out working in the sales department for U.K. newspapers on Fleet Street in London (when there were still national newspapers published on Fleet Street). In 1989 I went backpacking to Australia and again worked in sales representing newspapers in Australia. I joined IDG Australia in 1995 working across a portfolio of titles (Computerworld, Network World and PCWorld). This was an exciting time in IT publishing: within a year we actually had our own PCs on each desk, then came e-mail and then the Internet. So I was with IDG as the birth of web publishing started in Australia. At the time IT publishing led the way in Internet adoption as we served a very tech-savvy audience. I progressed through the sales department from account manager, sales manager and then publisher of Computerworld and CIO. Having survived the dotcom crash I became the online publisher, eventually becoming head of IDG Online until my departure from Australia in 2007.

Between 2007 and 2009 I spent some time travelling and sitting out the global financial crisis in South America before being offered the position to head up Fairfax Business Media in Singapore. Fairfax is committed to developing their online presence in the region, and my experience in growing IDG Australia's online portfolio will be invaluable here.

Q Do you have many direct competitors in the Singapore and Malaysia markets?

A Many of the specialist IT publishers have moved out of the Southeast Asian market over the last 10 years. Interestingly enough our biggest direct competitor is Questex Media, which has the IDG license for Network World and Computerworld Hong Kong. Questex also publishes some of their own titles that are positioned to compete with CIO Asia.

Q Both of your Computerworld titles and CIO Asia have been tucked within Fairfax's MISAsia.com site. Do you plan to give these brands more of an independent Web identity?

A When Fairfax Business Media acquired the IDG license for CIO Asia, Compterworld Singapore and Computerworld Malaysia it was felt at the time that creating a single portal (MIS-Asia.com) was the best way to service the information needs of our readers.

Our view has changed, and I believe the best way to service our customers is to create individual websites for each of our key brands. Not only will this allow us to develop audiences by specific information needs in each country but it also gives our advertisers the opportunity to create highly targeted marketing programs

Q Do you have plans to leverage your IDG partnership in some new directions?

A I was energized by the presentations at last October's Global Product Line Meeting in Boston, especially the social media presentations by [IDG Global Solutions President] **Matt Yorke** and his team. In many ways it reminds me of the early days of the Internet and the opportunities that presented.

Fairfax has shown great faith in our region by investing in the total redevelopment of our web offerings. We have the opportunity to incorporate all the latest developments in social media into our online development without any legacy issues. Many of the ideas and recommendations from the Boston meeting will be incorporated into CIO Asia and Computerworld in Singapore and Malaysia.

Southeast Asia is a very dynamic region with some very strong, growing economies, so I am very keen to plant the flag of Computerworld and CIO in markets not currently served

Q What are your major online challenges for the CW and CIO Asia brands?

A Online offerings have been quite limited in the region when compared to what is available in North America, Europe and Australia. For example, we do not have a well-developed online lead generation system that is standard for other IDG organizations, but I see this as an opportunity. Our major challenge is relaunching and growing the traffic to the four new websites from the one web portal that our readers have become used to over the last few years

Q What's the mobile scene like in your region?

A I have never seen so many iPhones being used as in Singapore and Malaysia, while in Indonesia the BlackBerry dominates. When I first arrived at the office in Singapore it struck me that 95% of all mobile phones were iPhones (me being the 5% that didn't have an iPhone). I challenge anyone to be faster at texting while walking than your average Singaporean.

The Singapore government is investing heavily

continued on page 7

New titles in UAE

continued from page 1

even if they are primarily interested in only one or two of the titles."

CPI's three new titles are bundled into a single package on the newsstand, where they sell for approximately $3.00. This coversheet, depicitng all three mastheads, lets buyers know what's included in the polybag.

Reeder said advertisers have long been asking for a high-quality PC title. Recently, a local edition of PC Magazine exited the market and the remaining competitor, Windows User, published by ITP, "is not a particularly good publication," Reeder said. "Gaming is very popular here, and there wasn't a strong title to match demand." In addition, CPI hired **Magnus Nystedt,** who had previously served as editor of the now-defunct Mac title Shufflegazine.

Nystedt also has extensive social networking contacts and skills and "our plan is to build these three brands online to serve as the focus for the three communities." Nystedt serves as the senior editor for each of the three new titles as well as group editor, consumer IT titles. The websites for the new titles can be found at www.pcworldme.net, www.macworldme.net and www.gamesworldme.net.

CPI, which has had a licensing agreement with IDG since 1998, also publishes Computer News Middle East, Network World Middle East and Security Advisor. This latest PC World launch, is actually the third attempt to gain traction with this title in the local market.

The first launch was in 1999 and only lasted for six issues. "The market wasn't sophisticated enough to embrace a 'serious' PC title," Reeder explained. "Hardware vendors used our other titles and we didn't want advertising for the home user or games player." The next attempt was an Arabic-language version and "it was more successful, but we ran into a traditional problem in this market — finding the right Arabic-speaking sales staff. We decided it was better to pull it than continue to publish an inferior product."

Reeder said that circumstances are now more auspicious for these three new titles. "The competition is not so strong, the local Apple market has massively expanded through non-Mac product lines, and gaming is going gangbusters!"

For more information, contact Dave Reeder at dave@cpidubai.com.

WU

Macworld Daily Reader

continued from page 1

the monthly magazine, which users can continue to subscribe to via the Zinio app, nor the up-to-the-minute, give-me-all-you've-got Macworld.com website, but rather fills a niche between those two, explained Macworld VP & Editorial Director **Jason Snell**. "The home page of the Daily Reader is organized like a newspaper, with all the most important content, which is updated throughout the day, right there," he said.

In addition to the top stories of the day, the home page includes a scrolling list of iPad feature packages, many created exclusively for Daily Reader users. On the right, the Live View section contains the latest tweets from a group of Macworld editors and contributors as well as a list of the latest stories posted to Macworld.com. A reviews widget lets users read the latest reviews of iOS app, hardware and Mac software from the Macworld Test Center. By tapping on the sections button readers can access stories organized in six topic areas: Mac, iOS, Digital Photo, Business Center, iPod and Entertainment, and Create.

"We use a weighting algorithm that pushes higher priority stories to the top," Snell explained. "The deeper you dive — first into the six sections and then into the grey box of extra headlines — you can find most everything the staff is creating, but it's not organized chronologically like the website is. We're trying to use the weighting algorithm to expose the most important stories of the day or week to readers, and as a result, some content drops lower down or gets shifted into the box of headlines."

Controls on each story page also allow readers to save stories to their iPad, adjust the text size, recommend and share stories with others via Facebook, Twitter or an e-mailed link.

The Macworld Daily Reader app launched with support from sponsor Epson. As part of the sponsorship, which runs for the next several weeks, Epson not only receives ad space inside the app but gets mentioned in online banner ads, print ads and press releases for the Macworld Daily Reader. "Bundling these elements together helped up to quantify the opportunity for Epson, since we couldn't forecast with great certainty what the exact usage metrics for the app would be," explained **Ulla McGee**, PCW | MW VP/Mobile Products. "As we gain more insight into download and usage rates of the app, we will evaluate whether to continue t sell this type of bundled sponsorship or move to a usage/impression-based sales model."

Among the features that Snell said he hopes will be added to the Daily Reader, is support for videos and podcasts. In addition, while the plan is for the app to remain free, in the future some content in the app will likely require an in-app purchase, he said.

Contact Ulla McGee at umcgee@pcworld.com.

Tips for navigating the Apple app approval process

In late December, Apple requested that Macworld make several significant changes to its Macworld Daily Reader before it would allow the app into its App Store.

In the Mobile Alert blog on IDG Central (http://tinyurl.com/5vg6wmw) PCW | MW VP/Mobile Products **Ulla McGee** explains the changes requested by Apple and shares what her team has learned, which might help guide IDG colleagues with their strategy for building iOS apps and dealing with Apple.

Comments from IDG Central readers to the blog post are welcome.

Mobile site vs. mobile app

A mobile website is accessible through all mobile handsets. A user goes to the Internet via their mobile phone and can see the specifically adapted mobile website.

A mobile application is specifically made for one type of mobile device, be it an iPhone, Android, BlackBerry, etc. For CIO UK's new BlackBerry app, for example, users go to the BlackBerry app store and download the app from there. The app then sits on their phone, and they can open it with one click any time, and use the app offline as well. In essence, a mobile app provides and stores the graphical interface for the site on the phone, and new content on the site is automatically updated through the app.

CIO U.K.'s app has tabs for Tech News, Business News, In-Depth, Opinion, Twitter feeds and Favorites.

Going to Mobile World Congress?

The Mobile World Congress trade show takes place in Barcelona, Spain, Feb. 14-17. If you are interested in getting together with IDG colleagues there, check out the comments box on the Mobile Hub group on IDG Central, or write to **Paul Trotter** at paul_trotter@idg.co.uk.

IGS Siemens

continued from page 1

*(From left:) IGS SMS Program Delivery Manager **Adele Carter**, SMS Director **Lisa Glover** and IGS Director, Mobile Strategy **Christina Carstensen** developed the Siemens proposal.*

high-impact online creatives, mobile landing pages, mobile sponsorships and iPad/digital edition advertorials. The digital edition included a link to the Siemens website, and Siemens wants to provide video in digital editions in the next phase of the campaign.

The campaign coincided with the launch of IDG U.K.'s first mobile sites for CIO, Computerworld and TechWorld, as well as the debut of the CIO U.K. BlackBerry app (see sidebar). Each of those sites was exclusively sponsored by Siemens. A third-party mobile agency developed the BlackBerry app; the U.K. mobile sites were created by IDG U.K.

There are additional elements of added value, such as a Computerwoche custom print ad promoting the mobile sites with a QR code linking through to the mobile advertorial. (QR is an abbreviation for Quick Response, and a QR barcode is readable by dedicated QR barcode readers and camera phones and can provide more information about a product in the form of text, a URL or other data.)

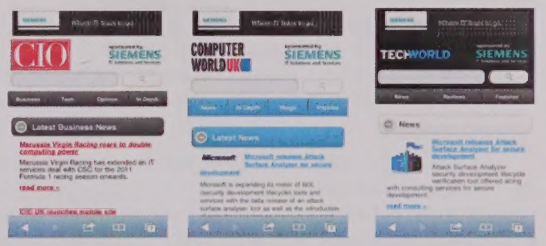
"This is just the sort of initiative we want to run for our clients, as it gives us the opportunity to put new mobile strategies to the test and, even more importantly, the opportunity to grow our mobile audiences and demonstrate strong results," said **Lisa Glover**, director, Strategic Marketing Services. "We are still in the period of understanding how our audience will consume mobile content, and tests like this one give us great case studies so we can sell even more."

Carstensen said that traffic and engagement rates on both mobile and online have been high, with a click-through rate on mobile of up to 1.77%.

Once the campaign ends, IGS and/or the local businesses that had mobile content exclusively sponsored by Siemens would be able to sell the space to other advertisers. Carstensen noted that since mobile advertising is so new, IGS does not have to guarantee impressions on the mobile sites for clients that have exclusive sponsorship, as traffic is still relatively small.

Feedback from Siemens has been "extremely positive," Glover added, and the team just received word that the program will be extended through June and will include mobile elements and other new concepts.

Write to IGS SMS Program Delivery Manager Adele Carter at adele_carter@idg.com. WU



IDG U.K.'s three new mobile sites show Siemens' exclusive sponsorship.

IDC's Storage Systems team convenes

IDC's Storage Systems Research team held its semi-annual on-site team development meeting earlier this month at IDC's Framingham, Mass., office.

"The team is quite geographically distributed," noted **Ben Woo**, program VP, Worldwide Storage Systems. "Given that, we don't often get a chance to work face to face."

During the meeting, the group got an opportunity, through various activities, to learn more about each other's work styles and areas of expertise with the goal of better positioning the team for success in meeting its 2011 goals.

*At left, front row (l-r): **Amita Potnis**, senior research analyst, Storage Systems; **Noemi Greyzdorf**, research manager, File and Object-based Storage Systems; and **Natalya Yezhkova**, research director, Storage Systems, Tracker Lead. Back (l-r): **Jeff Janukowicz**, research manager, Solid State Storage Technologies; **Benjamin Woo**, program VP, WW Storage Systems; **Liz Conner**, senior research analyst, Personal, Portable and Entry-level Storage Systems; and **John Rydning**, research director, Storage Mechansisms - HDD.*

noteworthy people

Promotions

Hatcher

IDG Global Solutions IT Manager **Damian Hatcher** has been promoted to IT director. "Damian joined IGS in 2006 and has led the IT department for three of those years. The last eighteen months have been a testing time for his department, especially with the EMEA company moving offices and the launch of Connect International. However, we now have in place a strong foundation and a solid technology infrastructure," said **Kumaran Ramanathan**, IGS managing director. "With the expectation that a robust technology strategy is a must-have and in recognition of his wider role within our U.S. and APAC offices, it is very satisfying to be to able marry Damian's career development with the needs of the IGS business." *damian_hatcher@idg.com*

New employees

Ralph Jennings is the **IDG News Service**'s new Taipei correspondent, which was also his title with his previous employer, Reuters. He holds a B.A. in mass communications from the University of California/Berkeley and enjoys cycling and learning foreign languages. *ralph_jennings@idg.com*

Janice Seidman joins IDC's **Health Insights** group in Framingham, Mass., as sales manager. She has previously worked as a sales or account director for Summit Strategies, Giga Information Group/Forrester Research and VDC Research. She holds a B.A. in speech and mass communications from Boston's Emerson College. *jseidman@idc.com*

Hauck

IDG Enterprise's Online Operations group has hired **Beth Hauck** as an associate managing producer. She was previously a Web developer at the Internet marketing agency Nowspeed. She studied Web, graphic and human interface design at Vermont's Bennington College and enjoys playing piano, singing and gardening. *bhauck@idgenterprise.com*

Lisa Miracle is **ITworld**'s new sales associates, coming from the Carroll Center for the Blind where she raised funds to support programs serving blind and visually impaired adults and children. A graduate of Bentley College in Waltham, Mass., she holds a B.S. in management and an MBA with a concentration in finance. She enjoys running, biking, himing – "anything outdoors." *lisa_miracle@itworld.com*

Bin Hu is **IDC China**'s new business development manager, Sales. He was previously sales manager with JATO Dynamics, Ltd. and holds an M.S. in international management from the U.K.'s Loughborough University Business School. In his leisure time he enjoys football, billiards and shopping. *bhu@idc.com*

Teoh

Ivy Teoh is **IDC Malaysia**'s new associate market analyst, responsible for the Infrastructure Hardware group's research on the Australian display market. She was previously a business support analyst with Datacom and holds a B.S. in business information systems from the U.K.'s University of Derby. In her free time she enjoys sports. *iteoh@idc.com*

Tay

Ryan Tay is **IDC Singapore**'s new research manager, Telecommunications. Before joining IDC, he was a market research MBA intern with GE Healthcare; he has also worked as a senior engineer with Fujikura Ltd. in Japan, focusing on R&D in the telecom and applied optics industries. He earned a B.S. in electrical engineering and an MBA from Nanyang Technological University in Singapore, as well as an MBA in technology management from Japan's Waseda University. He speaks Mandarin, Japanese and English fluently. *rtay@idc.com*

IDC Malaysia has hire **Donovan Low** as an associate market analyst, Peripherals. He was previously a public relations assistant with the non-profit organization Alzheimer's Australia and holds a B.A. in commerce and an M.A. in marketing from Australia's Curtin University of Technology. In his free time he enjoys going to the gym, motorsports and football. *dlow@idc.com*

Yap

Also new at **IDC Malaysia** is Senior HR Executive **Li Li Yap**. She has previously worked as a consultant and as a senior search consultant in sales and marketing. She holds a B.S. in information systems engineering from Campbell University in North Carolina and Malaysia's Tunku Abdul Rahman College. *llyap@idc.com*

Healy

Matthew Healey is **IDC Singapore**'s new program director, Software and Services. He previously provided support-services advice and market analysis to hardware and software firms, conducting demand-side surveys on customer perception of support services. He earned a B.S. in physics from Rensselaer Polytechnic Institute in Troy, N.Y., and an MBA from Carnegie-Mellon's Tepper School of Business in Pittsburgh, Pa. *mhealey@idc.com*

Send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

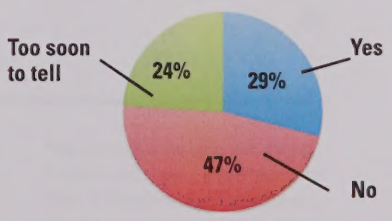
IDG and media trends In the News

Check the In The News link on the home page of IDG Central for a daily compilation of IDG press mentions, IT media and tech industry news.

Among the stories included over the past week: Macworld Daily Reader for iPad Blends App and Web Worlds; Demand Media's Stock Jumps 33 Percent On First Day; Apps Will Make $15 Billion, Garner 17 Billion Downloads In 2011; US Twitter Users Spending More Time Than Ever On Twitter.com, Report Says; Facebook Brings Back (Part of) Beacon, and No One Blinks; An Integrated Approach To Online Video And Social Media Marketing.

Question of the Week results for Jan. 24

Do you think Apple CEO Steve Job's absence from day to day operations due to medical issues will negatively affect the company's performance?



Log on to www.idgcentral.com to vote on this week's question:
How many e-mail addresses do you have?

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Karen Weston *IDC*

24
Paul Mercer *IDG Enterprise*

23
Gregg Pinsky *IDG Enterprise*
Laura Sears Brady *IDG Corporate Services Group*

16
Julie Boudreau *Corporate HR*
Natalie Eisner *IDC*

15
Jòzef Muszynski *IDG Poland*

13
Kathryn Zinn *IDG Strategic Marketing Services*
Christian Moeller *IDG Germany*
Thomas Højrup Pedersen *IDG Denmark*

12
Steffen Berchtold *IDG Germany*
Joaquin Hevia Gallego *IDG Spain*

11
Arthur Payne *IDG Sweden*

10
Paul Edwards *IDC Canada*
Henriette von Wangenheim *IDG Germany*
Bärbel Zöger *IDG Germany*
Makie Okashiro *IDG Interactive Japan*

9
Sigrun Rueb *IDG Germany*

8
Max Cooter *Techworld U.K.*

7
Mimei Ito *IDC Japan*
Todd White *IDC*
Efrain Lopez *IDC*
Sverker Brundin *IDG Sweden*
Naoko Ichiizumi *IDG Japan*

6
Bernadette Jochum *IDG Germany*
Torgny Södrin *IDG Sweden*

5
Helena Hajsterova *IDG Czech*
Yukiharu Yorifuji *IDC Japan*
Lars Jacobsen *IDG Denmark*
Rune Pedersen *IDG Denmark*

4
Pam Stenson *CXO Media*
Maria Marfori *IDG Enterprise*
Debashis Tarafdar *IDC Singapore*
Liawana Liswojo *IDC*
Holgar Stary *IDG Germany*
Simon Hülsbömer *IDG Germany*
Hiroyuki Tsuzuki *IDC Japan*
Agata Kuron *IDG Poland*
Mikael Salo *IDG Sweden*
Anna Lagercrantz *IDG Sweden*

3
Do-Young Park *IDC Korea*
Sheila Lam *IDC Hong Kong*
Alexandre Campos *IDC Brazil*
Lilianne Lima *IDC Brazil*
Daniela Kretschek *IDG Germany*
Shoji Fujikura *IDC Japan*
Hiroshi Shibutani *IDC Japan*
Andrzej Maciejewski *IDG Poland*
Herman Mantel *IDG Netherlands*
Brian Jackson *IT World Canada*

2
Jason Fleckles *IDG List Services*
Patricio Soto *IDC Chile*
Regina Eggerstorfer *IDG Germany*
Stanislaw Jedlinski *IDG Poland*
Mercedes Resino Leon *IDG Spain*
Jasper Bakker *IDG Netherlands*
Wijnand Plekker *IDG Netherlands*

1
Ousmane Keita *IDG Czech*
Vratislav Pavlik *IDG Czech*
Takashi Miyazono *IDC Japan*
Mahalingam Venkatesan *IDC*
Heather Travis *IDC*
Cristina Deluca *Now! Digital Business*
Mikkel Andersen *IDG Denmark*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

On on one

continued from page 3

in nurturing start-ups so that the country becomes the regional hub for mobile device development. Our audience is using mobile devices as their first contact point for online information and services, and we have to be there with them. We are currently in the process of developing a mobile app as well as optimizing our websites for tablets.

Q How important are events in your product mix?

A Events are a large part of the revenue mix in Southeast Asia, and it is in this area that we face the greatest number of competitors not just from Questex but also from the event-only specialists. CIOs I meet with tell me that they often receive more than 10 invitations a week to various events.

We offer a full portfolio of events from large-scale conferences (100-plus attendees) to seminars (50 attendees) and roundtables. Last year our titles organized 39 events across our region with our key events being The CIO Conference and Awards, Computerworld Security Conferences in Singapore and Malaysia, and we launched a series of technology-focused forums under the Computerworld brand covering cloud computing, virtualization, data center and risk management. We have also expanded the State of the Asian CXO survey into a series of high-level events across the region.

Q Is there anything different or unique about serving the IT needs of island nations such as Malaysia and Singapore?

A IT is a global business, and Singapore is the regional headquarters for many of the world's global brands. In fact, out of a population of five million, Singapore is home to one million foreign workers. So in many ways the information needs of our audience are the same as business and IT professionals across the world. But as always there are key cultural differences — personal relationships are very important and best exemplified in the local saying "Guan Xi" (literal translation is "relationships"). For example, often securing a key interview or a guest speaker at an event is based on who you know and the introductions they can make rather via direct contact.

Suggestions for columnists for this feature may be sent to world_update@idg.com. WU

celebrating 10!

Name
He Zhigang

Home
Beijing

Joined IDG
June 2000 as a reporter for CEOCIO China.

Career path
June 2000-Sept. 2002, reporter, CEOCIO China; Oct. 2002-March 2003, editor, Management Column, CEOCIO China; April 2003-June 2006, director, Editorial department, CEOCIO China; July 2006-February 2009, deputy editor-in-chief, CEOCIO China

Current title
Deputy editor-in-chief, CEOCIO China.

What's the most memorable thing that's ever happened to you at work?
When I am traveling, I often hear somebody speak highly about an article in our magazine. Some of the articles have been written or edited by me.

What's kept you at IDG for 10 years?
I grew up along with the development of our magazine.

Most challenging part of your job
Finding out the events, the right people or writers whom our readers are really interested in.

Best way someone could compliment you on your work?
Say "Your article greatly impressed me."

Of what accomplishment at work are you most proud?
Our magazine has promoted the progress of enterprise management in China.

What talent do you wish you had that you don't have?
Looking for the vitality and influence of print media in the Internet era.

Favorite way to work off stress
Sports

What's your favorite thing on your desk?
Books

Best piece of advice you've ever received
Never give up.

Interests outside the office
Badminton, mountain climbing and Taiji boxing.

Family
My wife Juan Li and my nine-year-old son Tianxiang.

*CEOCIO's **He Zhigang** was the guest of IDG Chairman **Pat McGovern** at a recent dinner honoring his 10 years of service to the company.*

What do you want to become when you were a child?
A teacher.

Do you have any pets?
I have two turtles; one is named Dumber and the other Cuicui ("Green").

What you'd grab if your house were on fire?
My laptop and cell phone.

Favorite vacation spot
Hainan Province, China.

Favorite movie
Avatar.

Your idea of a perfect day alone?
Walking along the seaside and chatting with friends.

Retirement dreams
Being a volunteer teacher in a primary school.

Manager's profile
"Zhigang devoted his youth to CCW Group. He has been a good reporter, a good editor and is now a qualified deputy editor-in-chief. Everybody respects him and calls him "Teacher He." He organized the Zhigang Book Club, creating a good learning environment and an internal platform for exchanges between editors and reporter."

— Hu Mingpei, deputy president and deputy editor-in-chief, CEOCIO China

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Christina Carstensen *IGS EMEA*
Lisa Glover *IGS EMEA*
Mark Hobson *Fairfax Business Media*
Monika Kukulj *IDG Germany*
Dave Reeder *CPI*
Karen Ren *IDG China*
Rathina Sabapathy *IDC CCR*
Piyush Singh *IDC CCR*
Jennfer Spencer *IDG*
Gerda Tausch *IDG Germany*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

7 FEBRUARY 2011
VOLUME 41, NUMBER 5

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

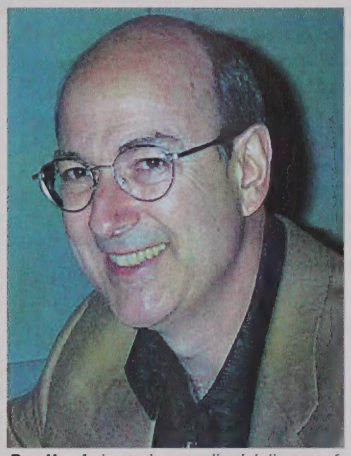
WWW.IDGCENTRAL.COM

IDG Enterprise launches CFOworld.com for U.S. audience

Site joins global lineup in Germany, Sweden, Australia, Czech Republic, U.K.

IDG Enterprise last week expanded its C-suite offerings with the launch of CFOworld.com, a site for financial and business executives that will focus on providing news, first-hand peer experience and advice on finance, strategy and leadership. The new site joins a growing lineup of CFOworld properties around the world that began with the launch of CFOworld in Germany in October 2009 and now includes Sweden, Australia, Czech Republic and the U.K.

CFOworld.com content will focus on five key issues for CFOs: strategic finance, human capital, operations, accounting and technology. Editorial direction will be provided by **John Gallant**, SVP, chief content officer at IDG Enterprise, and **Roy Harris**, who serves as editorial director of CFOworld.com.



Roy Harris *is serving as editorial director of CFOworld.com. Harris spent 23 years at the Wall Street Journal and another 13 at CFO magazine and CFO.com.*

"The site offers a robust mix of original content produced by Roy, various freelancers and a growing number of bloggers, as well as information from other IDG CFOworld properties around the world, the IDG News Service and outside sources such as Bloomberg News," Gallant said. "We plan to continue building in more content and functionality as we go forward," he noted, "including additional social media features."

"Through interviews with global CFOs, we know that they are looking for peer insight, news, analysis and resources to help them do their jobs," Gallant said. In CFOworld, "we are providing a dedicated information resource to support the vital role these professionals play within their organizations and their career growth." For example, he pointed to a download-

continued on page 4

Inside this issue

Bob Carrigan elected chairman of IAB board *page 2*

Leadership is focus of IDG Professional program *page 2*

IDG's Kevin Krull honored by Lawyers Weekly *page 2*

One on one: Scott Ellison, IDC VP, IDC's VP Mobile & Consumer Connected Platforms *page 3*

IDC's Barbara Kitzis makes donation of a lifetime *page 6*

Celebrating 10: China Computerworld's Ji Jie *page 8*

Macworld 2011 delivers for attendees, vendors

At 27 years young, IDG World Expo's Macworld trade show continues to maintain its popularity among the Mac faithful and vendors who want to serve that audience.

Last month's three-day Macworld 2011 at San Francisco's Moscone Center drew approximately 25,000 attendees and more than 250 vendors, "on par with the 2010 event," said IDG World Expo CEO **Mary Dolaher**. The show offered more than 100 educational and conference sessions and had the support of 16 events sponsors — including Fujitsu and Microsoft Office: Mac — and 30 media sponsors.

On the vendor side, the expo portion of the event has shifted a bit away from larger hardware and software companies to smaller ones selling products for iPhones and iPads. Although Hewlett-Packard, Seagate and Motorola did have booths at the show,

continued on page 5

IDG WORLD UPDATE

Macworld magazine's Senior Associate Editor ***Heather Kelly*** *(center) and Staff Editor* ***Serenity Caldwell*** *chat up a Macworld 2011 vendor sales rep.*

in brief newsworthy

Bob Carrigan elected chairman of the IAB board

IDG Communications CEO **Bob Carrigan** has been elected to a one-year stint as chairman of the board of directors of the Interactive Advertising Bureau (IAB). Carrigan has been a member of the IAB's board of directors for the past five years and a member of its executive committee since last year.

"I am also hoping that more and more IDG employees get involved with IAB's various committees, councils and working groups so that we are part of the dialogue on important topics such as video, data privacy, lead generation and ad operations."

— IDG CEO Bob Carrigan

"I'm energized to be taking on this position at such a crucial, transformational time for media, just when more marketers are shifting their attention to building brands online and engaging with their consumers in creative, new ways," Carrigan said. "In the coming months the IAB will be focused on leading the industry on some challenging and exciting issues – from mobile to location-based services to privacy.

"And while I am honored by the new appointment on a personal level, I am more excited about what it means for IDG. All of us at IDG have been on a mission to be more web-centric, and in a way, this is an acknowledgement that IDG is recognized as a company that 'gets' interactive. I am also hoping that more and more IDG employees get involved with IAB's various committees, councils and working groups so that we are part of the dialogue on important topics such as video, data privacy, lead generation, ad operations, etc.," he said.

Carrigan

As chairman, Carrigan will lead the IAB in its pursuit of six strategic objectives in 2011: making measurement make sense, building brands online, protecting privacy, data demystification, the launch of the Mobile Marketing Center of Excellence, and supply chain simplification.

The IAB comprises more than 460 media and technology companies that are responsible for selling 86% of online advertising in the U.S. Founded in 1996, the IAB is headquartered in New York City More information is available at www.iab.net.

For more information about how to get involved in IAB, visit www.iab.net/member_center/councils_committees_working_groups. Carrigan also said that IDG employees should feel free to contact him at bob_carrigan@idg.com if they want to get involved. WU

Kevin Krull named Leader in the Law

Kevin Krull

IDG VP Business Operations and General Counsel **Kevin Krull** is among a select group of attorneys named one of Lawyers Weekly's 2011 Leaders in the Law. According to Lawyers Weekly, "Leaders in the Law demonstrate innovative and practical business and legal skills, either as general counsel or as a staff attorney. They are lawyers who are astute, wise and knowledgeable, and who best exemplify the noble tradition of the legal profession, conducting themselves with the utmost integrity." Krull will be honored at an awards dinner on March 24 at the Boston Park Plaza Hotel. WU

IDG Professional training program focuses on leadership development

*(Front, l-r): **Leah Barton**, IDC; **Elaina Stergiades**, IDC; **Jane Weissman**, IDG Connect; **Jason Fleckles**, IDG List Services. (Back, l-r): **Bill Brenner**, IDG Enterprise; **Shane O'Neill**, IDG Enterprise; **Tom Murphy**, IDG Enterprise; **Tara Shea**, IDG Enterprise; **Bill Bernardi**, IDC; **Kristin Dacey**, IDG World Expo; **Pennie Robinson**, IDC; **Jason Croci**, IDG Enterprise; **Coby Smith**, IDC; **Dan Moren**, Macworld; **Mary Johnston Turner**, IDC. (Not pictured): **Paul Morrisette**, IDC; **Adelaide O'Brien**, IDC; **Eric Newmark**, IDC.*

Nineteen employees from a variety of IDG media and research business units participated in the IDG Professional workshop last month in Wellesley, Mass. The two-day leadership immersion program aims to cultivate leadership awareness throughout the organization. Participants, who are nominated by their managers, explore different characteristics of leadership, assess their leadership strengths and development areas and learn from managers and leaders across IDG.

IDG HRSD HR Manager **Beth Ramistella** and IDG Training and Development Trainer **Alana Dros** and Coordinator **Jennifer Spencer** hosted the program and led several sessions.

Other workshops featured CIO.com Editorial Director/Editor-in-chief **Brian Carlson** (How Character Helps Build Relationships and Create Support), IDG Enterprise SVP/Human Resources **Patty Chisholm** (Career Limiting and Career Enhancing Moves), Director of Corporate Communications/IDG Global Headquarters **Susanna Hinds** (Managing Your Personal Reputation Like a CEO) and IDC SVP Executive and Go-to-Market Programs **Clare Gillan** (Career Shaping Experiences).

"Networking and learning within the IDG family is one of the most effective tools I have had in my personal professional development," said IDG World Expo Marketing Specialist **Kristen Dacey**. "The IDG Professional Program encapsulates all of the IDG Corporate Values while introducing best practices, leadership skills and mediation techniques that I can bring back to my business unit."

Write to jennifer_spencer@idg.com. WU

one on one *the interview*

Scott Ellison
IDC's VP Mobile & Consumer Connected Platforms is this week's columnist. Reach him at sellison@idc.com.

"IDC is also doing something unique in the market — we are looking at the supply side of apps through quarterly surveys of mobile app developers, and how the characteristics of apps under development in each quarter are leading indicators of where the mobile apps space will be a few quarters down the road once those apps are launched in the market."

Q Can you give us a sense of how the market for mobile applications is growing?

A To say it has exploded is an understatement, and mobile is an industry where reality increasingly outpaces hyperbole. The global mobile apps market has gone from 3.8 billion downloads in 2009, to 10.9 billion downloads in 2010, and IDC is forecasting the rate to hit 24.9 billion in 2011. In a global survey of mobile app developers we did last month, developers told us they are nearly tripling their app output in 2011 over 2010. App developers have become the first new digital small businesses of the 21st century, and apps are impacting every industry and human behavior that you can think of.

Q What are some of the biggest trends you're seeing in the mobile app market at the moment?

A The three biggest trends I am seeing are enormous interest in media tablets — from consumers, from business users and from app developers. The tablet is a distinct experience and operating environment from either smart phones or PCs, with new possibilities. The second trend is that there is also a much clearer sense now of how to find success in apps from both a user engagement and financial business model perspective. And the third trend is the war for mobile app talent is growing intense as virtually every company — even Google — is trying to bring app development in-house. The number one question I get living in Silicon Valley is actually, "Do you know someone who knows mobile apps?" from companies looking to hire.

Q Can you talk a little about what you're seeing in paid vs. free apps?

A Whether paid or free, Android or iPhone, the issues are essentially the same: How do you attract and engage users, and how do you fund your business model? The key trend for 2011 is shifting toward advertising and in-app purchasing to support longer-term financial viability, compared to the more recent focus on free apps or one-time purchases. And on the enterprise side there is a closer look at ROI, whether the app is employee- or customer-facing.

Q What do you see on the horizon in terms of pricing trends?

A Pricing is all over the board and will stay that way — and I think that is a good thing. Among the top sellers in certain app stores have been apps ranging from $0.99 to $69.99. Overall it will boil down to app design and delivered value. The better designed apps that deliver continuous value will support higher price points. However, subscription models beyond publications and enterprise app categories will be hard to sustain.

Q How do you see app development affecting the success of various tablets in the coming year(s)?

A Great question! Put everything else aside and the answer boils down to people and talent. Remember the talent war I mentioned about mobile apps? App developers, product managers, marketers, and strategists who really understand mobile apps are a very hot commodity — and everyone is trying to hire from the same pool of people. You will see the same thing play out with media tablets as happened with smart phones: the well-designed tablets with strong app developer communities backing them will thrive; weak products or with few available apps won't make it. It will boil down to how well a company attracts and retains the best people who understand the nexus of mobile hardware, software, and human behavior — and it is that nexus that is the fundamental driver of the mobile apps market.

Q Can you talk a bit about the kind of research IDC conducts on the mobile app market?

A IDC is way out ahead on mobile apps research. We are looking at the demand and usage of apps by users across smart phones and tablets, and new issues like "app abandonment" rates — how many apps are used and then essentially discarded. IDC is also doing something unique in the market — we are looking at the supply side of apps through quarterly surveys of mobile app developers, and how the characteristics of apps under development in each quarter are leading indicators of where the mobile apps space will be a few quarters down the road once those apps are launched in the market. And, of course, one of IDC's core strengths is analyzing devices like smart phones and tablets, the operating systems upon which those devices run, and the distribution channels like mobile app stores, as these are how app supply from developers meet app demand from users.

Q How do clients use this research?

A I'm sure all different kinds of ways. But the most value I think is being able to have a thorough end-to-end, 360-degree conversation to understand how the pieces fit together, especially when those pieces are evolving at warp speed. And in a market that is moving blazingly fast you need to understand that if

continued on page 4

CFOworld.com

continued from page 1

able guide called Clouds: Both Sides Now that helps CFOs evaluate the potential and problems of cloud computing. "We also have, thanks to the IDG News Service, our series of 10 Qs, which are interviews with CFOs worldwide that provide very useful guidance straight from the experts." These interviews are produced by IDGNS Managing Editor **Nancy Weil** and appear twice a month on the IDG News Service.

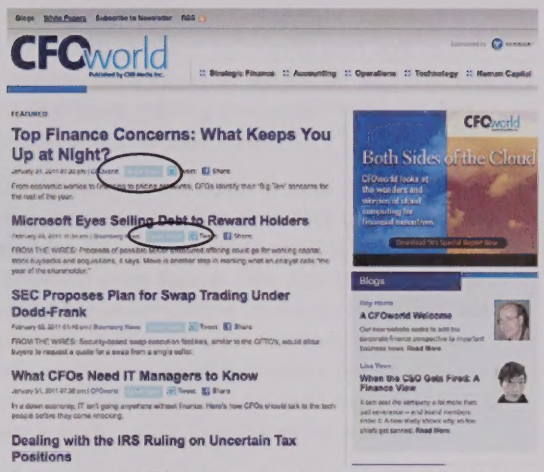
Each story on the site offers users a "Quick Read" option, which has value in a couple of ways, Gallant noted. "First, it enables readers to have a quick look at a story while still on an index page and decide whether to continue reading. It also provides an additional IMU view as an ad is inserted into the Quick Read view. For aggregated content, it enables us to show the first couple of paragraphs before someone clicks off to another site — we could, for example, offer a Quick Read of a New York Times story on new finance regulations." Created by the IDG Enterprise online tech team, the Quick Read functionality allows the first several paragraphs of a story to be automatically exposed on the index page precluding the need for editors to get involved.

CFOworld.com launched with Verisign Inc. serving as the executive sponsor for the month of February. "During the first few months after launch, we were looking for a flexible sponsorship model that would allow us to generate revenue while growing site traffic and building audience affinity," explained CFOworld Publisher **Bob Bragdon**. "As a new site, we are buildling traffic to sell advertising in the traditional CPM or CPL model," he said, "until that time we are pursuing a sponsorship model, offering 100% share of voice for the sponsor. We will use this sponsorship model for the first six or seven months following launch. By that point, a consistent base of traffic will be established and we will transition to a more traditional online advertising model," he said.

> *"During the first few months after launch, we were looking for a flexible sponsorship model that would allow us to generate revenue while growing site traffic and building audience affinity."*
>
> *— CFOworld Publisher Bob Bragdon*

Harris, who has a long history of writing for business executives, including 23 years at the Wall Street Journal and 13 years at CFO magazine and CFO.com, said that the site's coverage will also be guided by a distinguished group of CFOs, finance professors and others deeply involved with corporate finance, who will serve in an advisory capacity (see sidebar).

Contact John Gallant at jgallant@idgenterprise.com or Roy Harris at editor@cfoworld.com. WU



Each story on the CFOworld.com site offers users a Quick Read option, which allows them to have a quick look at a story while still on the index page. It also provides another ad view and for aggregated content, it allows readers to preview the content without leaving the site.

CFOworld advisory board represents broad spectrum of talent

Members of the CFOworld.com advisory board include the following individuals:

- Paul Asquith, Gordon Y. Billard Professor in Finance, MIT Sloan School of Management
- Richard Block, CFO, Terascala Inc. and Adjunct Lecturer in Accounting, Babson College
- Charles Elson, Edgar S. Woolard, Jr., Chair in Corporate Governance; Director of the Weinberg Center for Corporate Governance; and Professor of Finance and Legal Studies, University of Delaware
- Gary Kabureck, VP and Chief Accounting Officer, Xerox Corp.
- Blythe McGarvie, CEO of Leadership for International Finance and former CFO of BIC Group and Hannaford Bros. Co.
- David W. J. McGirr, Senior VP and CFO, Cubist Pharmaceuticals
- Patrick J. Scannell, Jr., Senior VP, CFO and Treasurer, Netezza
- Anant Sundaram, visiting professor of business administration at Dartmouth University's Tuck School of Business
- Derek Kerr, EVP and CFO of US Airways

One on one

continued from page 3

you can't be a leader — and there is no shame in that — that you need to be a very fast follower.

Q How can IDG leverage what is happening in the mobile app market?

A I'll offer the same advice I offer to clients: "Just do it." Build apps, get them in the market, understand the dynamics. It is, however, important not to simply provide a mobile version of a publication, nor to just offer mobile access to a website. The app strategies that are winning are increasingly focused on leveraging location, given that apps are accessed over mobile devices, that thoroughly integrate social to deliver new and continuous value to users, and that maximize the capabilities of devices and the rich range of APIs available. And in 2011-2012 it will be leveraging that simultaneously across a user's smart phone and tablet. You should be aiming to leverage those capabilities to support deeper user engagement and advertising if advertising is part of your business model. The biggest mistake I consistently see is launching an "app-like" version of something that already exists that doesn't leverage mobile location, social networking, or the huge range of APIs. Those apps are abandoned the fastest, and that is usually wasted investment. WU

Macworld

continued from page 1

ASA MATHAT

*The IDG World Expo Macworld team (l-r): IDG World Expo CEO **Mary Dolaher**; Senior Manager, Registration and Housing **Stephen Galeotalanza**; SVP Strategic Communications and Event Development **Carolyn Rauch**; Sales Manager **Susan Celli**; Executive Assistant **Leanne Rabitor**; Sponsorship Sales Manager **Ellen Moorehead**; Marketing VP **Linsy (Reese) Miller**; Sales Director **Ron Moreau**; Senior Marketing Specialist **Tara Wislocki**; Macworld VP/GM **Paul Kent**; Senior Manager, Conference and Programs **Kathy Moran**; Operations Coordinator **Mikell Lang**; VP, Events **Nina Carrara**; Senior Operations Manager **Bryan Rusciano**; and Director of Accounting **Jen LeMay**.*

the majority were manned by smaller software and developer firms.

"The show has changed in a healthy way," **Paul Kent**, IDG World Expo's Macworld general manager said in an interview with the San Francisco Chronicle. "Before, it might have answered the question 'What's Apple's newest thing?' Now it answers the questions like 'When you walk out of an Apple store, how do you find cool things to add on to [your device]?'"

Some 53% of the vendors at this year's event were new to Macworld and that more than 100 new products were launched at the show.

To attract smaller vendors and independent developers, the World Expo sales team created turnkey programs such as the Indie Spotlight. App and independent software developers were able to purchase pre-made kiosks on the exhibit floor that only required them to bring their actual iPhone or iPad devices to display their wares.

IDG World Expo leveraged its social media channels for marketing more than ever. "We grew our Facebook fans by nearly 50%," said IDG World Expo VP/Marketing **Linsy Reese**. "We also took advantage of unique marketing partnerships with companies like Groupon, Pandora and the San Francisco Examiner." Expo-only and one-day conference passes were sold on Groupon's site, which delivered more than 2,000 registrations, nearly three times the year prior.

New show programming efforts included a series of Featured Artist sessions taught by individuals with creative approaches to using Apple technology and Mac OS X add-on productivity products. Also new was a day-long Industry Forum with top industry insiders and analysts, including Macworld magazine VP/Editorial Director **Jason Snell**.

Even the scheduling of the show was new. Previous Macworlds ran from Wednesdays to Fridays, but this edition was Thursday through Saturday. "As Macworld is primarily a consumer event, we wanted to give people who may not have otherwise been able to get away during the week the opportunity to attend the show on Saturday, especially students, teachers and families," Dolaher said.

"From first-time attendees who stood five deep to meet the developers of their favorite apps to long-time veterans of the show who attended for training opportunities, Macworld 2011 once again delivered," Kent said. "The energy and buzz that was so evident underscores the fact that the event continues to be the undisputed gathering place for the Apple products marketplace"

Macworld 2012 will be held Jan. 26-28. Contact Linsy Reese at lreese@idgworldexpo.com. WU

Macworld announces Best of Show winners

Macworld magazine announced its Best of Show winners, the stand-out products, innovations and upgrades for Mac and iOS devices determined by its editors.

A complete list can be found at http://tinyurl.com/4s5b9sj. Macworld's list of biggest show trends can be found at http://tinyurl.com/4tmvoo2.

Next up: Macworld Mobile

IDG World Expo is collaborating with the GSMA to bring Macworld Mobile™, a new conference specifically for iOS developers, to the GSMA's Mobile World Congress in Barcelona, which is the world's largest mobile fair, on Feb. 17. Details at www.mobileworldcongress.com.

Macworld magazine team creates stage for live streaming content

San Francisco-based Macworld magazine tried a different kind of onsite area for its staff at last month's show, opting for a presentation stage called Macworld Live that showcased that content that editors and contributors could offer. This took the form of podcasts, panel discussions and product spotlights – all streamed live for the first time on Macworld.com.

Macworld worked with Ustream to produce the streaming video content. "They had a technician synthesizing the feeds from our cameras and displays into a live production that we had playing in real time on the Macworld.com homepage," said **Jim Hopkins**, PCWorld|Macworld marketing manager. Macworld also edited videos from some of the sessions and posted them on the site, as well as showed them at the Macworld Live stage between scheduled presentations, so online and show viewers who missed them live could see them.

During the three days, and between Macworld.com (where the streaming player was embedded), and Ustream's Macworld channel, the traffic tally was 78,800 total unique viewers and 151,000 total views.

"We were very pleased by the quality of the production, this being our first try at a live show with streaming," Hopkins said. "We were also very happy with the physical attendance; we barely had any spare seats throughout the three days. We were able to sell a sponsor for all our Friday segments. They were pleased with the exposure they got live at the show and on our website, as well as the chance to do some giveaways and gather leads. We're looking forward to taking it up even another notch next year."

noteworthy people

New employees

Troy Haddox joins **IDC**'s Manufacturing and Retail Insights group as a senior account executive covering the Southeast region. He has nine years of sales experience with the SANS Institute, Frost & Sullivan and Gartner. He earned a B.A. in sociology from the University of Central Florida and an MBA from the University of South Florida. Away from his desk he enjoys playing goalkeeper for two soccer teams and spending time with his family. *thaddox@idc.com*

Leon Kao joins **IDC Taiwan** as a market analyst covering storage and server research. He was previously a management/chief administrator with Taiwan's Institute of Information Industry and holds a B.A. in mass communications and marketing from Fu Jen University in New Taipei City. In his free time he enjoys movies and travel. *lkao@idc.com*

Zainal

New at **IDC Malaysia**'s Kuala Lumpur office is Administrative Assistant **Nur Baizura Zainal**. She has six years of experience in administration and enjoys arts and crafting. *nbzainal@idc.com*

IDC Taiwan has hired **Andrea Chen** as business development manager, Sales. She was previously a sales representative with IBM Taiwan and holds a B.S. in biochemistry and science from National Taiwan University. When not at her desk in Taipei she enjoys traveling. *achen@idc.com*

Thompson

Vanessa Thompson is **IDC Australia**'s new market analyst, Software, tracking industry trends in application development and information access, along with infrastructure software. She has worked in the financial services industry for the last three years, focusing on technology strategies and emerging technologies. She earned a B.A. in business studies with a focus on information management from New Zealand's Massey University. *vthompson@idc.com*

Smith

Also new at **IDC New Zealand** is Account Manager **Desmond Smith** who will focus on the IT Services, Software and Hardware market segments. A telecommunications specialist, he has worked for IBM business partners in both New Zealand and the U.K., developing customized and off-the-shelf enterprise workflow solutions. He enjoys football, writing and spending his free time with his family. *dsmith@idc.com*

Medlin

PCWorld|Macworld has hired **Ryan Medlin** as a Web designer/producer to "make things look good online." He previously worked for SFGate.com as a Web designer/developer and holds a B.A. in studio art from the University of Hawaii. Away from his desk, he enjoys cycling, swimming and cooking. *rmedlin@pcworld.com*

Returning employees

Sundararaman

Harsha Sundararaman returns to **IDC Singapore** as associate director, Regional Business Development. He has more than nine years of sales and major accounts management experience in the IT and telecommunications industries and previously served as IDC Singapore's regional account manager for Hewlett-Packard and Microsoft. A graduate of Singapore's Nanyang Technological University, he holds a B.S. in electrical and electronic engineering. He enjoys mountain biking and has competed in several cross-country adventure races in the region. *hsundararaman@idc.com*

IDC's Barbara Kitzis makes donation of a lifetime to her sister

Back in 1986, **Barbara Kitzis** was working through some health issues and living with her sister Ellen Kitzis in the Boston area. Ellen was working for IDC at the time, and recommended Barbara, who had a finance/project management background, for a 10-day contract project. Barbara loved the work, and signed on for more consulting group projects, first as a contractor and then as an employee. Now the consulting group's finance manager, she celebrated her 18th anniversary last month.

*Ellen (left) and **Barbara Kitzis***

IDG WORLD UPDATE

But in December 2010, the sister who introduced Barbara to a job she's devoted to needed Barbara's help with a health issue of her own. Ellen had been diagnosed with polycystic kidney disease about 10 years ago and was told she would need a kidney transplant at some point, but her condition didn't turn critical until last June. Willing to do anything to help her sister, and confident that everything would turn out just fine, Barbara donated one of her kidneys to Ellen on Dec. 23. Her instincts were right; the operation was a complete success, and Barbara returned to work on Feb. 1. She will gradually transition up to her previous 30-hours-per-week schedule.

Although Barbara's older sister was also a potentially eligible donor with a B-positive blood type, neither of them knew who would be the most compatible donor until tissue typing and other screenings were completed closer to the donation time. "I operate at a gut level, and I just knew Ellen would be OK, and that I would be the donor," she said. "I told her not to worry and that everything would be fine, and it was."

Leading up to the Dec. 23 surgery, Barbara had to take supplements to support her immune system and take care that she didn't get a cold or wasn't exposed to anything that could put either her or Ellen at risk. More tests were scheduled the week before the procedure to be sure everything was normal. "My blood pressure started to go up that week, which is very uncharacteristic for me. I was supposed to work at IDC right up until Dec. 20 or 21, but then I thought "I am in cube-world over here; why be around potential germs? So I worked from home those two days."

Barbara said one of the most difficult things she had to do to prepare for the donation was to write e-mails to her colleagues that she'd be taking a leave of absence. "I've never been 'off the grid' before at IDC; I had never taken more than a week's vacation, and even then I could check e-mail if I needed to," Barbara said. "I told people who work with me not to be nervous, because I wasn't nervous. "

The transplant went exactly as planned, and Barbara's kidney immediately started working for Ellen. The donor's recovery is much slower than the recipient's, however, and Barbara said she could barely roll out of bed — because sitting up was too painful intially — and walk briefly with a walker the first few days. The sisters left the hospital together after 3 ½ days — in the middle of Boston's first of many snowstorms this season.

During her weeks at home Barbara wasn't allowed to drive, couldn't pick up anything heavier than a gallon of milk, and found it challenging just to stand at the counter to cut up vegetables. But she didn't mind. "Now when I look at Ellen's face and I see that all the tension is gone, I know it was all worth it."

Write to bkitzis@idc.com. WU

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

22
John Cox *Network World*

21
Györgyi Birkus *IDG Hungary*

16
Gina Rowles
IDG Global Solutions EMEA

14
Patricia Josefek *IDG Enterprise*
James Niccolai
IDG News Service

13
Jeff Coles *IT World Canada*
Peter Bradley
IDG Global Solutions EMEA

11
Maria Jose de Cadiz *IDG Spain*
Donald Jin *IDC*
Brad Nickerson *IDG*

10
Csaba Sándor Varga
IDG Hungary

8
Melinda-Carol Ballou *IDC*

7
Jason Cunliffe *IDC*
Gerald Murray *IDC*

6
Joseph Barkai *IDC*
Michael Witty *IDC*

5
Carolina Carvalho
Now!Digital Business
Sean O'Dowd *IDC*
Ray Barrett
IDG Strategic Marketing Services
Celestine Tan *IDC Singapore*

4
Michael Romoff
IDG TechNetwork
Susan Celli *IDG World Expo*
Ben Hakki *PC Advisor*
Jane Brown
IDG Global Solutions EMEA

3
Richard Bell *IDC U.K.*
Sandra Collins *IDC*
Alexis Bartiromo
IDG Enterprise
Lalitha Raghavan *IDC India*

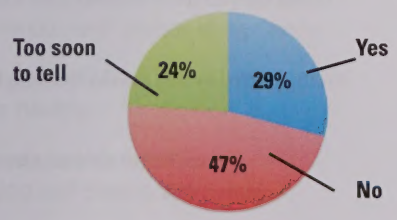
2
Augusto Hector Bidart
IDC Argentina

1
Adil Ansari *IT World Canada*
Rodrigo Pedro
Now!Digital Business
Colin Browning
IDG Strategic Marketing Services

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Question of the Week results for Jan. 31

Do you think Apple CEO Steve Job's absence from day to day operations due to medical issues will negatively affect the company's performance?



Log on to www.idgcentral.com to vote on this week's question:
How many e-mail addresses do you have?

Touring (the other) bean town

*Employees at IDG International Publishing Services and the IDG Corporate Support Center enjoyed a walking tour of some of Boston's finest chocolate emporiums one Friday afternoon during a brief lull in the snowstorms that have been pounding the city. Among those satisfying their sweet tooth were (front row, l-r): **Nancy Weil**, managing editor, IDG News Service; **Patricia Smith**, editor, IDG World Update; **Marissa Berenson**, communications specialist, IPS; **Penny Winn**, editor, IDG World Update; **Susanna Hinds**, director, IDG Corporate Communications; **Elizabeth Heichler**, editor-in-chief, IDGNS; **Michele Putt**, finance manager, IPS. Back row: **Debbie Waters**, office manager, IDG Corporate Support Center; **David Hill**, president & CEO, IDG International Publishing Services; **Patrick Kenney**, systems manager, IPS; and **Don Botts**, senior developer & network manager, IPS.*

What's going on around your office?

The Photo of the Day feature on the home page of IDG Central is a way to share a quick look at what's happening at IDG business units around the world.

All employees are invited to send photos depicting a little slice of life at the office, or an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description, including the names and titles of everyone pictured, to idgcentral@idg.com.

Employees have access to industry groups

In addition to IAB, IDG is a corporate member of other media-related organizations, which entitles IDG employees to exclusive content on the organizations' sites and opportunities to get involved with the groups' activities.

Among IDG's affiliations:
American Management Association
www.amanet.org

International Federation of the Periodical Press (FIPP)
www.fipp.com

Magazine Publishers of America
www.magazine.org

Sam Whitmore Media Survey
www.mediasurvey.com

For IDG's contact representatives to these organizations, or to find out IDG's member number and other details, go to the Resources link on IDG Central and choose IDG's Media Association Memberships.

celebrating

Name
Ji Jie

Home
Beijing

Joined IDG
Aug. 1, 2000

Current title
Assistant to President and Director of Customer Service Department, China Computerworld (CCW)

Career path since joining IDG
Aug. 2000-June 2002, Reporter and Editor, Market Section, CCW; July 2002-February 2008, Assistant to Director, Deputy Director, Director of the No.2 Customer Service Department, CCW; March 2008-February 2009, Director, Customer Service Department, CCW; March 2009-present, Assistant to President and Director of the Customer Service Department

What's the most memorable thing that's ever happened to you at work?
We helped Legend Co. accomplish a project that combined print and online publishing and events.

What's kept you at IDG for 10 years?
I like the company culture and our team.

Most challenging part of your job
Getting my team to stay with CCW for the long term.

Best way someone could compliment you on your work?
"You have a strong sense of teamwork and could lead the team to achieve its goals through difficulties."

Of what accomplishment at work are you most proud?
The shortest tenure of the staff in our department is six years, which is rare in our field.

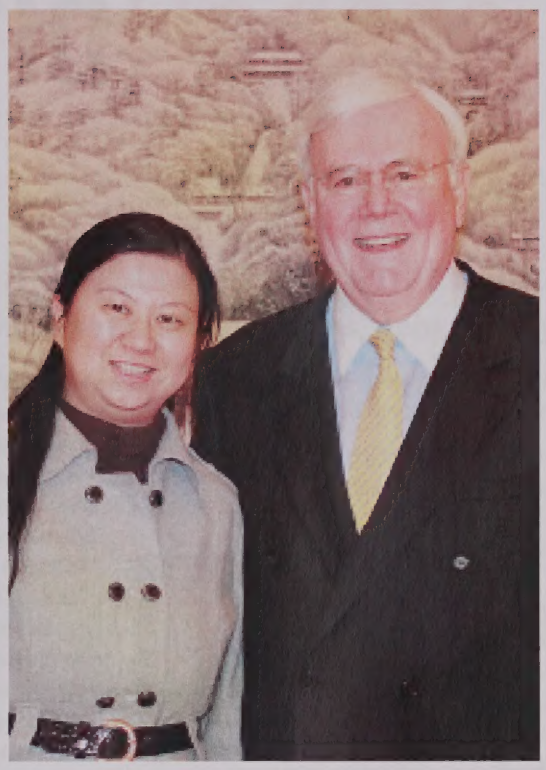
What talent do you wish you had?
Changing the embarrassing situation of online sales.

Favorite way to work off stress
Have a good meal.

What's your favorite thing on your desk?
A calendar with photos of my family.

Best piece of advice you've ever received
Keep healthy.

Interests outside the office
Singing and playing badminton.



*China Computerworld's **Ji Jie** was the guest of IDG Chairman **Pat McGovern** at a recent dinner honoring her 10 years of service to the company.*

Family
My husband Tian Xiaokang and my year-and-a-half-old daughter Tian Jimeng.

What did you want to become when you were a child?
A scientist.

If you won the lottery tomorrow, you would
I would open a store to sell fashionable ornaments.

One possession you'd grab if your house were on fire?
My child.

Favorite vacation spot
Paris

Favorite movie
Avatar

Your idea of a perfect day alone
Reading on a lounge chair at the beach.

Retirement dreams
Traveling around the world

Manager's profile
"Jie is a responsible employee and a good leader. She knows the customers well and is a skilled manager."
— Bao Ran, executive president, China Computerworld; assistant president, CCW Group

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Bob Bragdon *IDG Enterprise*
Scott Ellison *IDC*
John Gallant *IDG Enterprise*
Lynn Holmlund *IDG Enterprise*
Jim Hopkins *PCWorld/Macworld*
Barbara Kitzis *IDC*
Vito Mabrucco *IDC Canada*
Karen Ren *IDG China*
Linsy Reese *IDG World Expo*
Jennifer Spencer *IDG*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG WorldUpdate

14 FEBRUARY 2011
VOLUME 41, NUMBER 6

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Inside this issue

IDG India customizes IDG employee calendar for CIO readers *page 2*

Pat McGovern featured in MIT Museum exhibit *page 2*

One on one: IDG Global Solutions President Matthew Yorke *page 3*

Cartoon caption winner *page 7*

Celebrating 10: China Computerworld's Li Wei *page 8*

IDG Germany targets reader revenue from multiple sources

Enterprise team promotes premium sites, apps, surveys and more

IDG Business Media's database operations division, headed by **Jonas Triebel**, has a threefold mandate: manage the group's customer relationship management (CRM) database system and the circulations of the Munich-based enterprise publications Computerwoche, CIO, CFOworld and TecChannel and create new B2B reader revenue projects. Triebel said that his group's work largely consists of converting paying print readers into paying online customers. "In the German market we're lucky to have long-term relationships with our readers, and a lot of them are quite used to paying for their print subscriptions. Our main goal is to transform this relationship into an online market with online revenues."

IDG Business Media offers iPad apps for all of its publications.

Triebel and his team are accomplishing this in several ways. "In order to increase our B2B reader revenue significantly in the next couple of years we will invest in diversification of our reader services instead of relying on one product or one idea," he said.

First, in early 2010, IDG Business Media created new subscription packages offering more than just print issues of its four titles. "These packages are no longer just circulation packages," Triebel said. "We are a service provider now, giving our readers quality information, including print, online and events in one complete package." The packages have been rolled out gradually and marketing them began last October.

While each publication's packages are priced differently, each will have similar options — Classic, Silver, Gold and Platinum (some publications' packages have yet to be introduced). The Classic Computerwoche subscription package, for example, offers a

continued on page 4

Digital Life expands to multiplatform brand

Digital Life's target audience is between 25 and 45 yeas of age, in the average to upper-income brackets, heavy users of the mobile Internet and early adopters of gadget devices.

IDG Netherlands followed up the launch of its successful Digital Life site (www.digitallife.nl) in October with a quarterly print magazine in time for the December gift-giving season. The brand's prospects look good for 2011, with online traffic growing significantly and advertisers lining up for print and online opportunities in the second quarter.

Digital Life focuses on gadgets, games, music, film and the Internet. "We see a major shift in product development in the computing, gadget and electronics industry," said IDGNL Publisher, Consumer Media **Patrick Vernack**. "Digital products and the design and lifestyle changes they inspire are gaining importance for consumer interest and spending, and producers are following suit, developing products at a faster pace than ever. In our existing portfolio, we already serve the traditional computer hobbyist [Computer!Totaal] and photographer [Zoom.nl, but

continued on page 5

IDG India strengthens ties to marketers with free event

IDG India last month held its second Tech Marketing Hub event in Bangalore. Designed for marketing professionals from IT companies and their ad agencies, the free event was a fast-paced two hours on how IT marketers can better connect with their digitally-savvy audiences and how IDG sees the future of technology marketing.

The morning event included two presentations — one by Gourav Jaswal, founder and director of Synapse, which helps clients design and use communications-based solutions to meet business goals, and another by IDG International Publishing Services President and CEO **David Hill** — and a panel discussion followed by lunch.

continued on page 5

in brief *newsworthy*

IDG India customizes employee photo calendar for CIO readers

Thanks to sponsor D-Link, IDG India's CIO calendar brought in a small profit this year while generating much goodwill among its target readership.

IDG India kicked off the new year with what is quickly becoming a popular tradition with its CIO readers: a customized version of the IDG employee photo calendar. The calendar, which features photographs submitted by CIO India readers, is not only strengthening ties with the brand's audience, but, thanks to a sponsor, is actually bringing in a small profit.

The contest was announced in the December issue of CIO India with readers invited to upload up to two photos to a special microsite during a two-week period. A panel of judges comprising CIO editors, designers and the staff photographer selected the 12 winning photographs from among more than 50 entries.

Meanwhile, the IDG World Update editors worked with the calendar's external designer to upload the calendar files to an FTP site, where staff at IDG India retrieved them.

Sponsor D-link paid approximately $11,100 to underwrite the project. In exchange, it was given a page of advertising in the calendar and its logo appears on the bottom of each page. "The participating CIOs were very excited to be a part of the competition and once the winners were announced, we were flooded with requests from the winners who wanted extra copies to circulate within their companies," said IDG India Assistant General Manager Brands **Siddharth Singh**, who coordinated the project with the support of CIO's editorial staff members. "The CIO calendar has become quite popular amongst the Indian CIO community and it is a great brand-building initiative for CIO. The fact that we were able to monetize our effort is just great," Singh added.

The company printed 6,000 copies of the calendar and shipped it along with the January issue of the magazine to its subscriber base.

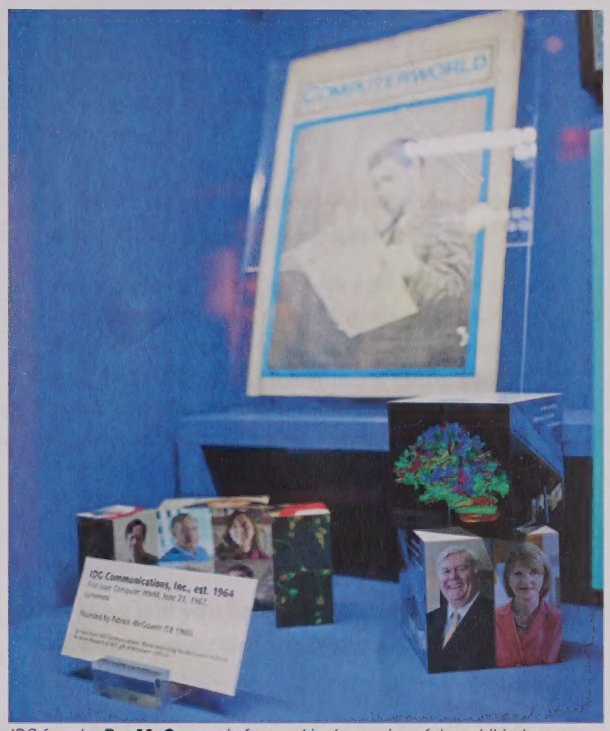
For more information, contact Siddharth Singh at siddharth_singh@idgindia.com. WU

Fast fact

For the first time ever, smart phones such as Apple Inc.'s iPhone are outselling personal computers, according to a recent IDC report.

Worldwide, consumer electronics makers shipped 100.9 million smart phones in the last three months of 2010, an 87% jump from a year earlier. PC shipments were weaker than expected, edging up just 3% to 92.1 million.

Pat McGovern featured in MIT Museum exhibit marking school's 150th anniversary



*IDG founder **Pat McGovern** is featured in the section of the exhibit that celebrates the thousands of MIT-educated entepreneurs around the world.*

As part of the university's 150th anniversary celebration, the MIT Museum is featuring a unique exhibit of 150 artifacts that evoke the life and work of the school. The MIT 150 exhibition divides its collection into 10 thematic areas, one of which, "Entrepreneurial MIT," is dedicated to MIT-educated entrepreneurs worldwide. MIT's success in cultivating innovative business leaders is reflected in the more than 25,000 companies around the world founded by MIT alumni or faculty.

One installation, designed to capture the entrepreneurial spirit of IDG founder **Pat McGovern**, contains a copy of the first issue of Computerworld alongside picture cubes celebrating the 10th anniversary of the McGovern Institute for Brain Research.

The museum is located at 265 Massachusetts Ave. in Cambridge, Mass., and is open daily 10:00 a.m. to 5:00 p.m. More information on the exhibit is available at http://web.mit/edu/museum/exhibitions/150.html. WU

OPA, MITX benefits for U.S., Mass. employees

IDG is a corporate member of the Online Publishers Association (www.online-publishers.org) and the Massachusetts Innovation and Technology Exchange (www.mitx.org). IDG employees in the U.S. (for OPA) and in New England (for MITX) thereby have access to each group's members-only resources and educational/networking opportunities.

Learn more about each organization and how to take advantage of IDG's corporate membership by going to the Resources link on the home page of IDG Central and selecting IDG Media Association Memberships.

one on one the interview

Matthew Yorke
The president of IDG Global Solutions is this week's columnist. Reach him at matthew_yorke@idg.com.

"Face-to-face events should form a larger percentage of our revenues, and the appointment of an events director will give us clear focus within the business to help us achieve this growth. We see this person working very closely with the countries to help monetize their existing portfolios as well as drive new incremental vendor events from regional/global budgets."

Previously president at IDG Strategic Marketing Services, Matt Yorke was named president of IDG Global Solutions last month. The two organizations have worked closely over the past several years; they will now be merged into one business unit known as IDG Global Solutions with 45 employees in the U.S., U.K. and Germany and representatives throughout the Asia-Pacific region.

Q What prompted the decision to merge IDG Global Solutions with IDG Strategic Marketing Services?

A Two things. Firstly, we were seeing the re-emergence of big integrated international deals. Deals such as the HP Enterprise Business win ($6M), Avaya ($6.4M) and Citrix ($3.2M) where clients are looking to partner with one publisher across multiple regions. IDG is winning those battles, and it plays to our strengths, but it also creates challenges in the account management and execution at the local level. Having one team solves some of those challenges. Secondly, the media market is moving so quickly, and we are innovating faster than ever before. We see a tremendous opportunity in pushing those ideas around the IGS world at Internet speed.

Having common leadership is helping break down the barriers to sharing ideas and proposals. It is irrelevant to this new IGS organization where business gets sold and booked; what is important is that we service all the decision makers regardless of geography and demonstrate global sales leadership and win the business for IDG. Two good examples are what we have done in past two weeks with RIM and Samsung, where ideas have been shared with clients and agencies called upon in U.K. and New York City simultaneously, in some instances before they even have the regional brief, which is putting IDG in that leadership position.

Q Will SMS and IGS operations be separate — in name and/or function — or will we see more blended projects between the two teams?

A Well, they are different in that SMS focuses on six named accounts in the U.S. — HP, Dell, IBM, Cisco, Intel and Microsoft — while also handling designated tier two opportunities such as Avaya, AMD, CDW, etc. IGS sells to any client that wants to market internationally across the IDG network. So the IGS account base is far more fluid. However, there are some striking similarities in the DNA of the two groups. The understanding of focusing on audiences and building solutions across multiple IDG brands and platforms, for example, is inherent in both groups. The name of the new group is IDG Global Solutions, and within that we have an SMS function both in IGS EMEA and, of course, the original SMS group in the U.S. SMS represents our shift to marketing services and our focus on continued innovation. Where you will see the groups come closer together is around marketing, communication, account leadership and the SMS function of program development and management.

Q What were a couple of your first initiatives after being named IGS president?

A Firstly, to get to know the people I did not already know and to better understand the current state of the business. I was in the U.K. and Germany recently and, of course, spent time with the entire team in group and one-on-one sessions. Also, I made sure to meet some of our major advertisers to hear their thoughts on the market and IDG's positioning and performance. I have also spoken with many of the IDG country managers to get their views and discuss our focus for the remainder of FY11 and beyond.

Q How will you balance your time in the U.S. now that your role includes international responsibilities?

A That's the million-dollar question my wife keeps asking me! I am somewhat comforted by the fact that both SMS and IGS are doing well and have strong teams. Therefore, my role is to help those teams be more successful and not get in the way of their success. I would expect a heavier focus on IGS for the next six months, and then I expect I will settle down to a fairly even split.

Q What do you see as IGS' main priorities in 2011?

A We have several very clear goals we have communicated internally as follows: do not miss our plan numbers (top-line revenue and bottom-line IDG contribution), strong marketing and presentations, communication, sales leadership, think big in ideas and proposals and laser-like focus on doing our best to drive profitable revenues into the IDG operational units. After all, if we do not have the strong brands and solutions from those units to sell we don't have too much to offer our clients! Outside of these operational priorities we are extremely aggressive on mobile, lead generation and social media as leadership pillars in the market.

Q What role do you think events will play with IGS in the coming year?

continued on page 6

Reader revenue

continued from page 1

*IDG Germany's Database Operations team (l-r): Audience Development Manager **Claudia Völk**, E-mail Marketing Manager **Georg Sing**, Marketing Manager **Mirja Wagner**, Head of Database Operations **Jonas Triebel**, Database Operations Trainees **Margarita Pogorelova** and **Irmen Gundelfinger**.*

regular print subscription at 239 Euros (US$325). The Computerwoche Silver package (299 Euros, $400) includes a print subscription and a premium online subscription with exclusive content such as surveys, executive briefings and Computerwoche PDFs, as well as an iPad subscription. The Gold package (449 Euros, $610) adds four quarterly books from Computerwoche's IT specialist book line to the Silver edition (the most recent book, "Web 2.0 Enterprise" sold about 1,000 copies). The Platinum package (999 Euros, $1,360) adds a one-year event pass that gives those subscribers free entry to any Computerwoche event in 2011.

"I am not kidding you, we have a package for almost 1,000 Euros, and business readers buy it," Triebel said. "Sales have been quite good, and our total FY11 reader revenue is growing strongly."

Revenue from apps

IDG Business Media offers iPad apps for all of its publications. "Our 'iPad-only' circulation package is a way to reach the readers we might lose in print subscriptions," Triebel said. "It is cheaper than print but still comes at a high price, as we are not willing to give away our high-quality content for free on the iPad." A year's print subscription for Computerwoche is 239 Euros; an iPad-only subscription is 199 Euros ($270).

The mobile apps and mobile services are developed by IDG Business Media's new mobile team and sold to readers through Triebel's database operations group. "Most of the apps are free," he said, "but we charge for the subscriptions in them; that takes place within the app where users can buy a single issue for the iPad or a yearly subscription."

Triebel said "one of our most powerful ideas" for new online reader revenue is the IT Excellence Benchmark survey.

IT Excellence Benchmark Survey

CIO Germany has created a survey that attempts to gauge the quality of enterprise IT departments. Companies that buy in to participate get a link for their employees, who are then asked things such as 'How good is the user support of your company?' and so on. "We then evaluate the results and create a customized presentation for the participating company," Triebel said. The results, on a sliding scale of 1 (the best) to 5 (the worst), can then be compared to an average market-segment benchmark of the company's competition's scores.

Employees are inclined to give truthful answers, rather than skewing the results with scores of 1, Triebel said, "because the goal of the survey is to improve their IT. For example, if everybody gives the IT hot line a 4 rating, then the IT director will know that that service needs improving."

Participating companies pay 2,000 Euros ($2,700) for the standard set of questions. "They can also get special questions and translations into other languages for an extra fee, of course," Triebel said. "We've had some great companies participate so far, including the Russian natural gas company Gazprom and Dachser, a large German logistics company." Last month the benchmark survey, which is sold by Database Operations Trainee **Irmen Gundelfinger** by telephone and direct mail, generated 10,000 Euros ($13,600) in new online revenue. "This money does not come from advertising customers and reduces our dependency on the advertising market," Triebel said.

Premium websites

According to Triebel, premium areas on websites do quite well in Germany. The new premium section of the CIO website (149 Euros or $200 for a yearly subscription) offers a corporate-profile database in which paying users can look up facts on companies such as size, number of departments and employees, sales volume and so on.

"This is quite popular with our CIO readers, as they are willing to pay for this information," Triebel said. "If you ask me, the future of premium subscription services lies in database services." (A year's subscription to Computerwoche's premium section is 169 Euros ($230), TecChannel's is 80 Euros ($110); CFOworld's has yet to be rolled out.)

Contact Jonas Triebel at jtriebel@idgbusiness.de. WU

CRM is the key

"Our new reader revenue ideas are largely about service," said **Jonas Triebel**, head of database operations for IDG Business Media in Munich. "We're not talking about magazine subscriptions much any more but user information services. The foundation of any kind of reader revenue is surely a smooth-running customer relationship management [CRM] system. To start, you need to install a powerful CRM system, even if this means investing the time and resources. It pays to invest in CRM when you plan to increase your reader revenue."

Digital Life

continued from page 1

we didn't yet have a platform for consumers who consider all that digital stuff as convenient commodities that make their lives – and 24/7 digital social networks – work. Digital Life is the first serious Dutch launch that specifically caters to that change in lifestyle."

Core sections of Digital Life are Internet, gadgets, games, music and film. Its target audience is between 25 and 45 yeas of age, in the average to upper-income brackets, heavy users of the mobile Internet and early adopters of gadget devices.

Digital Life magazine is priced at 6.95 euros (US$9.42), which, in a nod to the stature IDGNL feels the brand deserves, is on the high end of the local market. The first print run was 45,000 copies because IDGNL wanted "a broad a visible distribution at newsstand outlets," Vernack said. The team has been pleased with newsstand sales so far; readers can also subscribe to the magazine.

The sales team succeeded in contracting enough ad pages to meet the projected advertising budget for the first issue, with Canon, Asus, Denon, SanDisk, Olympus, LG, Eizo and Samsung represented.

On the online side, Digital Life outperformed its December budget with campaigns from some of those same print advertisers and a major additional campaign from HP. Online traffic has grown significantly since the launch, with December and January, seeing an average of about 95,000 unique visitors.

Digital Life is produced by the same team that handles Game.nl in IDGNL's Entertainment division. Most of the editorial content is written by freelancers, and Editor-in-chief **Peter Pool** and editors **Maarten de Kwaadsteniet** and **Dennis Wilman** focus on decisions about content outline, hiring/organizing freelancers and finalizing content for design and production. Art Director **Aico Turba** and Designer **Tim van Amerongen** from IDGNL's central art department "played a major and impressive role in the design and photography selection of the magazine as well as the website," Vernack said.

Write to pvernack@idg.nl. WU

Tech Marketing

continued from page 1

"The format was a crisp two-hour symposium," said IDG India Assistant General Manager/Brands **Siddharth Singh**. "This allows a lot of senior marketers to make time to attend. Expanding it to a full day might keep the big names away."

The event drew more than 50 attendees. Singh said that since the Tech Marketing Hub is "a branding and marketing activity, and therefore we don't seek sponsorships for it," IDG India had a two-fold strategy in marketing it. "Our sales team interacts with leading marketers on a regular basis, and we leveraged their relationships asking each sales manager to personally invite their key contacts. We also worked with Exchange4Media, a firm that caters to advertising and public relations agencies, and asked them to help us target agency professionals. This worked very well for us, because it increased our visibility in the agency community."

Those unable to attend could watch the event on a live webcast. "We pre-registered our key customers for the webcast and sent them their log-in credentials a day before the event," Singh said, who added that approximately 50 people viewed it live.

Videos of the Tech Marketing Hub presentations are available at http://www.idg.in/tmh.

Jaswal spoke on what does — and doesn't — work in Internet marketing, noting a recent comScore survey that said 84% of Internet users do not click even one display banner in a month, while 6% of users accounted for 50% of the clicks. That said, he added that, used correctly, digital marketing has everything that marketer could desire: reach, frequency and the ability to measure gains and target audiences.

*(L-R): **Louis D'Mello**, president and CEO, IDG India, moderates a panel related to online's role in how Indian IT firms and agencies put together their marketing plans.*

Singh said they asked Hill to speak because "we believe that with his 25 years with IDG, he has seen the digital transformation and can provide a rich perspective on how traditional publishers are gradually making the online transition."

Write to siddharth_singh@idgindia.com. WU

noteworthy people

New employees

New at Auckland-based **IDC New Zealand** is Account Manager **Siddharth Bhandari**. He has more than six years of account management experience, most recently with Vodafone New Zealand. A graduate of the Auckland University of Technology, he holds a B.A. in business with a double major in management and information technology. Siddharth enjoys bungee jumping, cooking, gardening and flying and hopes to earn his private pilot license in the next two years. *sbhandari@idc.com*

Demir

Aysen Demir joins **IDG Germany** as a sales trainee. She is a recent graduate of Ludwig-Maximilians University in Munich where she received an M.A. in phonetics and speech processing. In her free time she enjoys reading, painting and sports. *ademir@idgbusiness.de*

New at **IDC China**'s Beijing office is Senior Market Analyst, Services **Xiao Zhao**. Previously a technical consultant with Hewlett-Packard, he holds an M.A. in management engineering from Long Island University in Greenvale, N.Y. *xzhao@idc.com*

IDC China has also hired **Iris Wang** as an associate research editor, Publishing Services and Technology. She holds a B.S. in electrical engineering from Beijing's Jiao Tong University. *iwang@idc.com*

Low

Associate Market Analyst, Peripherals **Donovan Low** comes to **IDC Malaysia** from the non-profit Alzheimer's Australia where he was a public relations assistant writing media releases and newsletters and updating the group's website. He earned a B.A. in commerce specializing in marketing and public relations and an M.A. in marketing from Australia's Curtin University of Technology. In his free time he enjoys going to the gym, motorsports and football. *dlow@idc.com*

PETER SHORT
Chander

Previously an OEM business account manager with IBM, **Nav Chander** joins **IDC Framingham** as manager, Enterprise Telecom. A graduate of Canada's University of Ottawa, he holds a B.S. in mechanical engineering and an MBA in marketing. In his free time he enjoys hiking, skiing, reading and yoga. *nchander@idc.com*

PETER SHORT
Lohse

Also new at **IDC Framingham** is **Sven Lohse**, research manager, Healthcare with the Health Insights group. He was previously associate director with Kennedy Consulting Research and Advisory. He holds a B.A. in literature and philosophy and an MBA, both from the University of Chicago. An avid cyclist, he enjoys road racing and cyclocross. *slohse@idc.com*

Jason Rigolli joins **IT World Canada** as an account manager. He previously worked for Direct Impact Solutions as business development and marketing manager. He holds a B.A. in political science from Montreal's Concordia University, a programmer/analyst AEC (Attestation d'études collégiales) from Herzing College in Montreal and an MBA from HEC Montreal business school. He enjoys football, soccer and fishing in his free time. *jrigolli@itworldcanada.com*

Odin Broersma is **IDG Denmark**'s new Web developer. He was previously self-employed as an application analyst and architect. He holds a B.S. in information and communication technology and enjoys gaming and project development. *o.broersma@idg.dk*

IDC Framingham has hired **Jack Wainwright** as sales manager for its Manufacturing and Retail Insights group. Previously VP of sales with Cutter Consortium, he has a B.A. in economics from the Virginia Military Institute; he also served in the U.S. Air Force. In his free time Jack enjoys "all outdoor sports: triathlons, swimming, biking, kayaking and rock climbing." *jwainwright@idc.com*

IDC China's new call center coordinator is **Linna Xia**. A graduate of Mianyang Normal University in China's Sichuan province, she holds a B.S. in mathematics and applied mathematics. *lxia@idc.com*

Icy Zhao is **IDC China**'s new data processing executive. Based in Beijing, he earned a computer applications diploma from Guangdong Jidian Polytechnic. *slzhao@idc.com*

IDC China has hired **Shannon Guan** as a database administrator. She holds a B.A. in Chinese language and literature from Beijing Normal University. *sguan@idc.com*

Scott Duan is **IDC China**'s new associate market analyst. He earned a B.S. in information technology from South Africa's University of Pretoria. *sduan@idc.com*

Lauren Li is **IDC China**'s new associate market analyst. A graduate of Beijing's Capital University of Economics and Business, she holds a B.A. in business English. *yzli@idc.com*

IDC China's new associate market analyst is **Nan Wang**. He holds a B.S. in mechanical science and electronics from Beijing Polytechnic University. *nwang@idc.com*

IDC China welcomes Associate Market Analyst, Services **Rebecca Yang**. She earned a B.A. in economics from China Women's University in Beijing's Chaoyang District. *ryang@idc.com*

Send information about promotions, new employees, returning employees and transfers to world_update@idg.com.

One on one

continued from page 3

A That's a big question but the best answer is that we just hired an events director who will join IGS EMEA in Staines, U.K., at the end of February. More and more the integrated programs include events or there are large event management budgets at play. Face-to-face events should form a larger percentage of our revenues, and the appointment of an events director will give us clear focus within the business to help us achieve this growth. We see this person working very closely with the countries to help monetize their existing portfolios as well as drive new incremental vendor events from regional/global budgets. We are very excited about this move and the opportunity to open new budgets and put event growth firmly on the agenda.

Q How does IGS interact with IDG subsidiaries and licensing partners in smaller countries?

A IGS sells to every IDG market today. Of course it's a complex world where some markets are extremely advanced and others are still print-centric or just entering the lead generation market. As the economic situation improves we hope that means countries get added and dollars grow, especially as clients look for growth in the emerging economies. WU

service offline

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Linda Gorgone *IDG Enterprise*

24
Nina Matsoff *IDG Sweden*
Penny Stevens *IDG Corporate Services*

23
Clare Huang *IDC*

22
Lucy Chaudhuri *IDC U.K.*

18
Bob Carrigan *IDG Communications*
Elana Varon *CXO Media*

17
Jennifer Koppy *IDC*

16
Barbara Simon *IDG Australia*

12
Karim Bahloul *IDC France*
Iseult Bottoni *IDC U.K.*
Carina Mineur *IDG Sweden*
Joerg Breit *IDG Germany*

11
Andreas Hedberg *IDG Sweden*
David Reinsel *IDC*

10
Ryo Okawa *IDG Japan*
Klara Grivans *IDG Sweden*
Kirk Mitchener *IDC*

8
Mike Gee *IDG Australia*
Anne Stevenson *IDC*
Daniel Boehmke *IDC*

7
Juana Gandia Sanchez *IDG Spain*
Luiz Faloppa *Now! Digital Business (Brazil)*
Edward Kozaryn *IDG Corporate Services*

6
Holly Brown *IDC*
John Kinsey *IDC*
Christina Yuen *IDC Hong Kong*

5
Nicola Halpin *IDG Australia*
Diego Anesini *IDC Argentina*
Luciana Sario *IDC Argentina*
Keri Campbell *PCWorld*

4
Bruno Teyton *IDC France*
Ellen Cobb *PCWorld | Macworld*
Gard Little *IDC*
Jeffrey Janukowicz *IDG*
Benjamin Tucker IV *IDC*
Anne Taylor *IDG Enterprise*
Terri Sanford-Cook *IDG Enterprise*

3
William Nguyen *IDG Australia*
David Bradshaw *IDC U.K.*
Kazue Harada *IDG Japan*
Masanori Yamamoto *IDG Interactive (Japan)*
Masahito Ooki *IDG Interactive (Japan)*
Gerson Martins *Now! Digital Business (Brazil)*
Poon Wei Ang *IDC Singapore*
Tan Lay Fang *IDC Singapore*
Samanatha Wan *IDC Hong Kong*
Amarjeet Kumar Sahay *IDC Center for Consultancy and Research (India)*
Will Herring *GamePro*

2
Wendy Spachman *IDC*
Christoph Mayer *IDG Switzerland*
Rasika Versleijen-Pradhan *IDC New Zealand*
Marci Yamaguchi Hughes *GamePro*
Priyanka Paramita *IDC Center for Consultancy and Research (India)*

1
Julia Talevski *IDG Australia*
Nick McQuire *IDC U.K.*
Ronnie Åkerlund *IDG Sweden*
Martin Korff *IDG Denmark*
Irina Zvagelsky *IDC*
Andrey Ryazanov *IDG Connect*
Katherine Hadden *IDG Enterprise*

for fun

Thanks to all the contributors to the Jan. 24 cartoon caption contest. Beginning today, IDG World Update's long-standing feature has a new twist. Now that employees can post their captions directly on IDG Central, the winner will be chosen via a random drawing from among all those posted to the comments section under the cartoon. Be sure to log on and submit an entry for this week's new contest.

Congratulations to **Lennard Hoogenraad**, who will receive an IDG t-shirt.

A sampling of captions appears below; go to IDG Central to see more.

"Uh, I seem to be having some difficulty uploading this new horizontally integrated mobile app."
Jerry Weltsch *IDC*

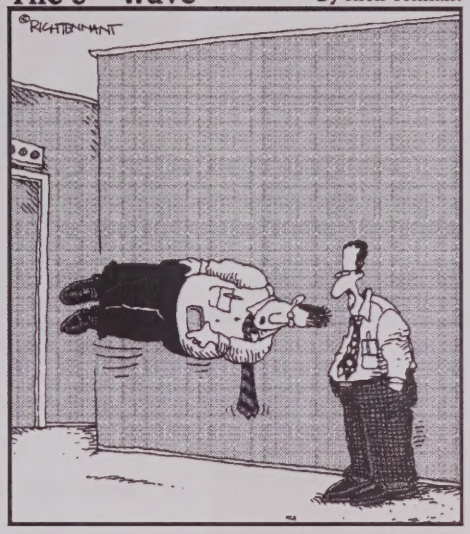
"So I fixed the left-align and landscape features, and then everything just hung."
Rabia Garib *Rasala Publications Group, Pakistan*

"I guess lateral moves aren't good for one's career."
Greg Girard *IDC*

"I think something went wrong with iPhone's gyroscope."
Javier Rodriguez *IDG Spain*

"Since that acquisition by Cirque du Soleil things are just ridiculous around here."
Helen Flagg IDG List Services

The 5th Wave By Rich Tennant

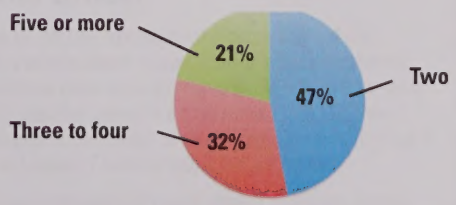


"This $100 iPed does not support landscape exactly the same way the iPad does."
Lennard Hoogenraad *IDG Netherlands*

Rich Tennant's original caption
"Other than this little glitch with the landscape view, I really love my new iPhone."

Question of the Week results for Feb. 7

How many e-mail addresses do you use?



Log on to www.idgcentral.com to vote on this week's question:
Have you or has anyone you know ever used an online dating service?

celebrating 10!

Name
Li Wei

Home
Shanghai, China

Joined IDG
May 1999, Manager, Planning Department, China Computerworld Group.

Career path since joining IDG
May 1999-September 2001, Marketing Manager, Planning Department, CCW Group; October 2001-October 2005, General Manager, Southwest Branch, CCW Group; November 2005-July 2008, Director, an E-Commerce website, CCW Group; August 2008-present, General Manager, Central East Area, CCW Group.

Current responsibilities
I am in charge of expanding the market, sales, collection of news, and relationship with local governments of Central East China.

An accomplishment of which you are proud
I established an e-commerce website in Sichuan in Southeast China, which not only helped hundreds of computer dealers and users, but also pointed to the online solution for China Computerworld.

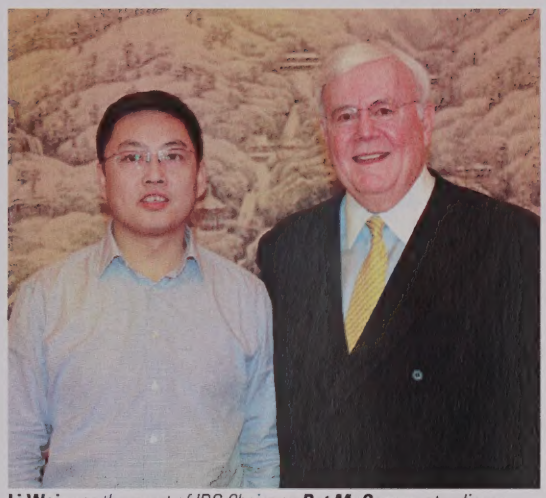
What's kept you at IDG for 10 years?
I love my job and strive always to achieve good results. I also feel that my business unit leaders trust me, and I receive understanding and support from colleagues.

What talent do you wish you had
Outstanding management and leadership abilities.

Favorite way to work off stress
Playing Chinese Go.

Best piece of advice you've ever received
Do more and talk less.

Family
My wife Ding Shenglan



Li Wei *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner honoring his decade of service to China Computerworld Group.*

What do you want to become when you were a child?
A teacher.

If you won the lottery tomorrow, you would
Donate much of it to a good cause.

One possession you'd grab if your house were on fire?
My family members.

Favorite sport
Table tennis

Favorite vacation spot
Hawaii

Favorite movie
The Legend of 1900

Your idea of a perfect day alone?
I would spend it reading a good book.

Retirement dreams?
Teaching kids how to play Go.

Manager's profile
"Mr. Li is a person with broad vision. He is hardworking and good at grasping opportunities."

— Bao Ran, executive president, China Computerworld; assistant president, CCW Group

Photo of the Day: What's going on around your office?

The Photo of the Day feature on the home page of IDG Central is a way to share a quick look at what's happening at IDG business units around the world. At left: IDC Vietnam staff settle into the new office they moved into last month. The building is in the center of Hochiminh City, where most IT vendors and major IT service providers are based.

All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share. Send to idgcentral@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Susanna Hinds *IDG*
Peter Pool *IDG Netherlands*
Karen Ren *IDG China*
Siddharth Singh *IDG India*
Jonas Triebel *IDG Germany*
Patrick Vernack *IDG Netherlands*
Matt Yorke *IDG Global Solutions*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

21 FEBRUARY 2011
VOLUME 41, NUMBER 7

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Global Solutions co-hosts Cisco Innovation Awards

*"The team at Cisco Live are always open to new suggestions and look to IGS for guidance for this program," said **Adele Carter**, Strategic Marketing Services program manager, IGS (second from right) who posed with the rest of the team after the Innovation Awards program. (L-R): Mike Pilbeam, vice president, EM Sales and Technical Operations, Cisco; Lesley Henderson, project manager Cisco Live, Cisco; Roger Black, MBE, Olympic medal winner and guest speaker; **Lisa Glover**, director, Strategic Marketing Services, IDG Global Solutions; Carter and **Bob Carrigan**, CEO, IDG Communications.*

IDG Global Solutions (IGS) has become a trusted partner for Cisco's annual Innovation Awards, presented each year as part of the company's flagship technical training, networking and educational event — Cisco Live — held at the Excel Center in London earlier this month.

Seven years ago Cisco introduced the awards program as a way to honor customers and partners for embracing creative solutions while deploying Cisco technologies across various industries. For the last six years, IGS has worked closely with Cisco to create and manage the highly successful program, which this year honored companies in seven categories.

"This is a very strategic initiative for IGS," said **Lisa Glover**, director, Strategic Marketing Services (SMS), who has overseen the project for the past four years. "It brings us closer to Cisco's European executive team and underpins a strong relationship." This year, IDG Communications CEO **Bob Carrigan** co-hosted the awards event along with Cisco VP Mike Pilbeam, while **Adele Carter**, IGS SMS program manager, was

continued on page 5

Inside this issue

CIO Poland holds CIO of the Year event *page 2*

ChannelPartner honors vendors, distributors in Germany *page 2*

One on one: Australian Reseller News President & Publisher Susan Searle *page 3*

IDC senior managers travel to India in anticipation of office launch *page 4*

Unsung hero: IDG Korea's Katherine Park *page 4*

Michele Putt, John Cooney earn STAR Awards *page 6*

IDC Canada names FY11 Q1 award winners *page 7*

Celebrating 20: CIO's Gary Beach *page 8*

IDG's annual employee survey launches next week

Coming soon to an inbox near you: the annual IDG Employee Survey. This survey is an opportunity for employees worldwide to provide anonymous feedback to business unit managers on a variety of areas including IDG as a global company, business unit image and leadership, work environment, job training, job satisfaction, career growth potential and other areas.

Established by IDG Chairman **Pat McGovern** 25 years ago, the employee survey was designed as a tool to identify ways to increase employee satisfaction. "We felt it was very important that we hear our employees' advice about ways in which IDG can continue to improve to be the best possible place to work," he said.

The survey remains a powerful communication mechanism that continues to provide important information about the internal health of the company while giving employees a voice in facilitating workplace enhancements and organizational change.

As in prior years, employees will be asked to complete the survey online. To ensure the anonymity of employee responses, the survey is administered by the independent outside research company Research Results, Inc. All employees will soon be receiving an e-mail directly from Research Results that will contain a unique password and link to the survey. To protect the anonymity of individual responses, all data submitted by respondents goes directly to Research Results and is captured in a secure database on the Research Results server. To encourage the greatest possible response, the survey is being distributed in 13 languages to wholly owned IDG business units in more than 40 countries.

Over the years, survey results have contributed to many positive changes at the departmental, business

continued on page 5

in brief newsworthy

CIO Poland commissions unusual musical interlude to enhance event

Searching for a way make the eighth annual CIO of the Year gala stand out from previous editions, CIO Poland Editor-in-chief **Szymon Augustyniak** felt he could use music to hold the audience's attention following a series of short speeches and build their sense of anticipation leading up to the announcement of the CIO of the Year.

His solution? He commissioned Jakub Korycki, master of Tibetan gongs, to create a 15-minute musical salute, "The Path of the CIO," using gongs and crystal bowls to make "a musical impression of CIO challenges" and provide what turned out to be a "spectacular" transition to the evening's finale.

The winner, Tomasz Matula, CIO of Telekomunikacja Polska, received — in addition to his winner's certificate — a genuine Tibetan gong that is used for special occasions and to announce important news. CIO Poland used it as a metaphor to reflect the CIO's significant role in an organization, Augustyniak said. Second- and third-place honorees were also announced.

The gala drew more than 100 executives from the largest Polish enterprises and public institutions and was sponsored by Citrix, GTS, K2 Consulting, ISCG, Intel and OKO. Nominees for the CIO of the Year contest were evaluated by an independent nine-member jury of CIOs, all of whom are also members of IDG Poland's CIO Club. The Club consists of 150 CIOs.

Jakub Korycki, master of Tibetan gongs, and his wife play "Path of the CIO."

"I was extremely pleased with the attendee list," said CIO of the Year Project Manager **Lukasz Grabczynski**. "They were the real elite of Polish CIOs, and they know how important it is for them to be at this event and network with each other." The number of qualified participants increased 25% from the 2010 event.

Write to szymon_augustyniak@idg.com.pl.

ChannelPartner honors vendors, distributors in Germany

*ChannelPartner Editor-in-chief **Christian Meyer** (left) looks on while awards hostess Joy Grit Winkler interviews a winner.*

IDG Germany's ChannelPartner recognized the best manufacturers and distributors from a reseller's point of view with its Channel Excellence Award event Jan. 20 in Munich. Some 170 executives of leading IT companies in Germany attended the gala, which honored five distributors and nine vendors.

MSI, FocusReseller and IME served as corporate sponsors.

To determine the winners, for the second consecutive year, ChannelPartner partnered with the global market research firm GfK, based in Nuremberg, Germany, to conduct an independent market survey that included readers as well as a larger segment of the IT community. Manufacturers and distributors can purchase from IDG Germany or GfK; IDG has realized a profit margin on the survey of approximately 50%.

*Write to IDG Magazine Manager/Event Business **Natascha Mössler** at nmoessler@idgmagazine.de.*

IDG business units can tap into VIP discounts at Marriott hotels

Looking to save money for an upcoming meeting or event? Take advantage of IDG's VIP status with Marriott International. IDG business units can receive incentives for meetings booked globally through IDG International Publishing Services Financial Manager **Michele Putt**, who has recently been coordinating site logistics for the IDG Global Product Line Meetings.

Marriott HOTELS · RESORTS · SUITES

Incentives include discounted room rates, food and beverage discounts and complimentary high-speed Internet access. Marriott can also offer discounted business rates at its global hotels for employees who have 150 total annual travel room nights in destination markets.

Marriott International is one of the world's largest hotel companies with more than 3,300 hotels in 67 global locations offering tiers ranging from luxury to economy.

To be referred to the Marriott representative who can provide details about discounted rates, contact Michele Putt at michele_putt@idg.com or tel +617-239-7842. More information at www.marriott.com.

Fast Fact

Five years ago last week (Feb. 15) the YouTube domain name was activated. The site was launched by Chad Hurley, Steve Chen and Jawed Karim, who were all early employees of PayPal. The first video, Me at the Zoo, was uploaded on Saturday, April 23, 2005, by Jawed Karim. The video was taken by Yakov Lapitsky and shows Karim outside the elephant enclosure at the San Diego Zoo. It has received almost 4,300,000 views to date and can be seen at: http://www.youtube.

one on one the interview

Susan Searle
The president and publisher of Australian Reseller News is this week's columnist. Reach her at susan_searle@idg.com.au.

"ARN has provided a voice for the channel, initially legitimizing its presence and then leveraging its significance in the industry. As ARN developed, so too did the community it reported on and served. Even today, many channel organizations are small resellers selling to small businesses, and without the community strength provided by ARN those individual resellers have little lobbying capability."

Q How important is the reseller channel in Australia?

A As the IT industry has matured, so too has its supply chain. IT vendors in 2011 don't have the resources to recruit, train and maintain the size of the sales forces it would take to service such a far-reaching customer base as today's IT buyer universe, be they enterprise, small-to-medium business or consumer customers. The distribution strategy in Australia for the majority of IT vendors is to work indirectly to ensure the optimization of the sales process. This is where the strength of the channel emerges, making it the largest buying group of IT hardware and software.

Q How does Australian Reseller News (ARN) serve that industry segment?

A The channel's information needs come from a different perspective. They don't just need to understand technology and its applications; they need to know how to sell it most effectively to meet the various needs of their customers. Australian Reseller News was launched in 1991 when IT vendors began the shift from 100% direct selling to an establishment of their channels. As that shift escalated, so too did the significance of ARN, which went to a weekly format in 1996 and launched its website in 1997.

However, being the information source for the channel is not where it stops. ARN has provided a voice for the channel, initially legitimizing its presence and then leveraging its significance in the industry. As ARN developed, so too did the community it reported on and served. Even today, many channel organizations are small resellers selling to small businesses, and without the community strength provided by ARN those individual resellers have little lobbying capability. ARN journalists have evangelized the reseller position, empowering the community and positioning the reseller as hero. Even though they write about the channel as a whole, they are quick to expose sales process injustices and defend the resellers' position.

Q What percentage of your revenues derive from print, online and events? Are you seeing a shift?

A These days, the ARN sales message is less about educating advertisers about the channel's buying strength and more about the universal scramble for ad budgets. ARN has two competitors in Australia today. 2011 revenues for ARN are projected to come in at 45% for print, 40% online and 15% events. This is a 5% shift into online from 2010 print numbers, so it is a trend rather than a landslide. At the same time, online revenues will be up 12% this year. Print is now stable after a few years of transformation, and today's fortnightly print frequency yields issues averaging about 50 pages with solid ad/edit ratios. The 2010 reader survey results identified a fortnightly frequency as optimum, coupled with daily e-mail newsletters and our vibrant website. So now we've got the frequency both our advertisers and readers want.

Q What is ARN doing in the events arena?

A ARN hosts around 15 sponsored events each year from roundtables and breakfasts to our ARN IT Industry Awards, which accounts for 75% of our events revenue. The content emerging from the roundtables makes compelling reading for our audiences, with slideshows, summaries and truncated transcripts online. In print, we run a six- to eight-page feature highlighting the roundtable's key discussion points emanating from the assembled channel visionaries.

Always a sell-out, the ARN IT Industry Awards is now viewed as the industry's must-attend function for the year with 600-plus paid attendees at the Sydney Hilton ballroom. Sponsorships account for 75% of the awards revenue, with the rest coming from table sales. The popular categories sell out fast, mostly to returning sponsors. As the channel is dynamic, there can be new and changing categories each year. The judging process is very transparent and inclusive. We have a panel of senior judges representing the three tiers of the distribution channel: 20 vendors, 20 distributors and 20 resellers. We now have satellite events associated with the awards, all serving to lift their profile and popularity. Before the awards, we host a sponsors' lunch and a judges' lunch. The exclusive Hall of Fame annual dinner for inductees reinforces the special significance of becoming an ARN Hall of Fame inductee.

Q Why did you decide to incorporate support for local charities into your ARN events?

A We chose to work with Clean Up Australia when we launched the ARN Awards as we had a 'green' theme and donating to an environmental charity made sense. It's a way of giving back and engaging the community at a deeper level. Our partners seem happier to see a component of their sponsorship go to charity — it's all part of corporate responsibility. In 2010, we extended the charity donation to include The Smith Family in one of their programs to help disadvantaged Australian families by providing IT equipment and aiding IT literacy. ARN has a strong industry community following, particularly on our website, and if some of the smaller channel companies are not in a position to make charity donations, they can feel like they are part of an industry with robust social responsibility. WU

IDC managers travel to India in anticipation of new office launch

IDC President and CEO **Kirk Campbell** and several IDC senior managers spent a few days in India earlier this month to build visibility for its new wholly owned research company

*IDC employees at NASSCOM (l-r): **Suchitra Narayan**, **Amit Gupta**, **G. Sudheer**, **Ashish Talwar**, **Fabian Cardoz**, **Eva Au**, **Kirk Campbell**, **Divya Gowda**, **Pooja Madholkar**, **Frank Gens**, **Philippe de Marcillac**, **Jaideep Mehta**, **KR Sreeenivasan**, **Deepak Kumar** and **Avneesh Saxena**.*

there. IDC announced the end of its relationship with its local licensee last month (see IDG World Update, Jan. 17, 2011).

Campbell, Executive VP, International Business Units **Philippe de Marcillac**, IDC Asia/Pacific Managing Director **Eva Au** and SVP/Chief Analyst **Frank Gens** attended the National Association of Software & Services Companies (NASSCOM) conference in Mumbai. Gens spoke at one session and participated in a panel at the event, which drew some 1,600 attendees from 32 countries.

During NASSCOM, on Feb. 7, IDC invited 40 of its top customers to attend de Marcillac's presentation, "Global Predictions: the Impact for Indian Players." Afterwards customers and IDC senior managers from India, Asia/Pacific and worldwide divisions mingled at a cocktail party. Associate VP/Sales **KR Srinivasan**'s sales team organized the day's activities.

IDC also held multiple press interviews about the Predictions report as well as IDC's plans for research initiatives. Among the press mentions — a final list has not yet been tallied — was a lengthy article in CIO India (http://tinyurl.com/6j23o7r).

"IDG has been very supportive of IDC's start-up activities in India," Au said. "We have been actively seeking opportunities to collaborate with [IDG India President & CEO] **Louis D'Mello** and his team on events and are excited by the potential business this new partnership will bring."

IDC's new, wholly owned business in India is expected to take over the name IDC India on March 1, pending official government approval, and a new general manager is slated to start full time on April 1.

Write to Eva Au at eau@idc.com. WU

unsung hero profile

TONY LEE

*IDG Korea's SVP, Events **Katherine Park** took time out from last year's Global Product Line Meeting in Boston for a walk along the Cambridge side of the Charles River Basin.*

To read Katherine's Parks' complete profile, see this story on IDG Central.

*IDG Korea CEO and Managing Director **Joji Tatsugi** named Senior Vice President **Katherine Park** his group's unsung hero, calling her "a strong leader who has done a tremendous job launching IDG Korea's event business two years ago." Her division, he said, has seen double-digit growth in the past two years. "In FY11, she will lead many of the events initiatives for our Japanese customers as well. She's very passionate about winning, and her enthusiasm for our customers is contagious to all. I would love for everyone in IDG — even outside of Japan and Korea — to get to know her because she can do great things for international events customers interested in the Korean and Japanese markets."*

Name
Katherine Park

Current title and career path
SVP, IDG Korea; SVP, Events, IDG Japan. I was in charge of IDG Korea's events business until 2009. My responsibilities have expanded to overall business in Korea and events business in Japan.

Primary job responsibilities
I work closely with the CEO, supporting him in business planning and insuring that all the team members understand the plan and execute their role and tasks. My responsibilities include events business, sales and marketing (including online), operations and finance. I am also involved in our events business in Japan.

What I love most about my job
Working with truly talented people and helping them get the best out of themselves, meeting new people all the time and accessing and getting the newest information through various sources including clients and internal IDG sources. I am very motivated to work closely with our Japan team these days as learning about new markets and cultures motivates me greatly. This is also the most challenging part, but it gives me great opportunity to improve myself. I am so happy to share my knowledge and their experiences.

Latest accomplishment
Organizing annual events such as Cloud World Conference and Mobile World, which we have branded successfully in Korea

What I'm doing to be a better employee
I try to improve myself. I focus on continuous reading and learning. For instance, I started learning Japanese a month ago because I thought it could help me understand Japan's culture and markets better. I try to listen to my co-workers and build a team environment. I arrange social meetings after work, sometimes with the entire staff and sometimes with just an individual.

Write to katherine_park@idg.co.kr. WU

Cisco Innovation Awards

continued from page 1

responsible for the creation of the awards website, entry management including short-listing the entries, entry communications, guest list management for the evening and providing external judges for the judging panel. Two IDG editors and an IDC VP were among the 11 members of the judging panel: **Mark Chillingworth**, editor-in-chief, CIO U.K.; **Juergen Hill**, senior editor, Computerwoche; and **Chris Lewis**, group VP, International Telecoms and Networking, IDC.

*L-R: IDC's **Chris Lewis**, Computerwoche's **Juergen Hill** and CIO U.K.'s **Mark Chillingworth** were among the 11 members of the judging panel that selected this year's Innovation Award winners.*

As a result of the awards sponsorship program, Carter said that IDG Global Solutions has recently won some media revenue for various IDG media business units to promote Cisco Live. In addition, IGS was awarded the contract to co-sponsor the Emerging Markets Innovation Awards at Cisco Live to be held in Bahrain in April.

Previously, Cisco has held this program in Barcelona, Spain, but in anticipation of the upcoming 2012 Olympic Games, which are being held in London, Cisco, which is providing the network infrastructure for both the Olympic and Paralympic Games, decided to move the venue. Underlining this Olympic connection, Roger Black, a British track star who won two silver medals at the 1996 summer Olympics and has parlayed his athletic achievements into a successful career as a motivational speaker, served as a guest speaker and award presenter at the Innovation Awards.

For more information about the program, contact Adele Carter at adele_carter@idg.com. More information about the awards program is also available at www.ciscoliveawards.com. WU

IDG employee survey

continued from page 1

unit and company-wide levels. Among those changes are the following:

- Quarterly town-hall-style meetings to address what's happening at the business unit.
- Lunch with the CFO series.
- Creation of a staff council to plan fun activities and act as a sounding board.
- Development of a mentoring program at the business unit.
- Development of an internal process facilitating employee movement between departments for job opportunities and career growth.
- Implementation of a twice-yearly performance review process that includes an employee self-evaluation component and manager feedback.

"The IDG Employee Survey is an invaluable management tool that has greatly assisted us in increasing our organizational effectiveness," said IDG Enterprise President & CEO **Michael Friedenberg**. "We have implemented many changes at IDG Enterprise as a direct result of this important tool including the expansion of the content of our monthly company meeting and the addition of informal employee breakfast meetings to enhance ongoing company communications, expanding our recognition programs to recognize the incredible efforts being made by individuals, and launching a mentor program to facilitate cross-department learning and career growth. Each year the survey gives us direct insight into how we can further evolve our efforts to best meet the needs of our employees," he added.

Once the survey ends, Research Results will compile the responses and provide each IDG business unit with the results for the overall business unit as well as its individual departments. All responses appear in aggregate and verbatim comments cannot be traced back to individual employees. During May and June, business units will conduct group or departmental meetings to share the survey results with employees and provide a forum to explore any issues raised in the summarized data. Each business unit is then asked to create an action plan outlining the most critical areas and issues to address in the coming year and submit a copy of his plan to Pat McGovern.

"The IDG employee survey is our most important tool to get valuable feedback from our employees," said IDG Germany Managing Director **York von Heimburg**. "We take it very seriously. Our HR manager does a big presentation of the results for all our department heads, and the department heads then present the relevant results to all of their employees. Afterward there will be internal discussions in the departments about ways we can improve the results." WU

"The IDG employee survey is our most important tool to get valuable feedback from our employees. We take it very seriously."
— IDG Germany Managing Director York von Heimburg

Survey begins March 2

This year's survey begins on March 2 and runs through March 18. Employees may complete the survey in one sitting or start and come back later to finish it without losing any previously answered information.

noteworthy people

New employees

IDG Communications U.K. has hired **Amie Lane** as an event and project coordinator for the company's portfolio of B2B events, webcasts and custom publishing programs. Previously operations and member relations manager with the fitness company Nuyuu, she holds a B.A. in history from Oxford Brookes University. She enjoys going to the gym, hosting dinner parties and travel. *amie_lane@idg.co.uk*

Chris Finnerty is the **CIO Executive Council**'s new account executive; he was previously a senior account executive with MadisonLogic where he sold online marketing and lead generation programs to companies in the IT market. A graduate of Lebanon Valley College in Annville, Pa., he holds a B.A. in digital communications and art/art history. Outside the office, he enjoys ice hockey and travel. *cfinnerty@cio.com*

Transfers

Germany's **IDG Entertainment** has hired **Kerstin Wöldering** as senior sales manager. She previously worked at IDG Germany as a key account manager, Print and Online, and as a team leader, New Business and Lead Generation. She is currently studying communication management at the University of Cologne and enjoys snowboarding, tennis, motorcycling and film. *kwoeldering@idg.de*

Michele Putt, John Cooney earn STAR Awards for outstanding job performance in 2010

Michele Putt, finance manager at IDG International Publishing Services, and **John Cooney**, senior tax accountant at IDG, are the most recent recipients of the IDG Corporate Boviard STAR Awards. The awards, which include a plaque, a crystal star plate from Tiffany's and a cash prize, are given in recognition of job performance that demonstrates outstanding Service, Teamwork and Results. Putt and Cooney were honored at last month's Corporate Services Group's holiday luncheon in Framingham, Mass.

Putt

Putt, who joined IDG IPS in August 1998, was recognized for handling both her day-to-day responsibilities as well as her lead role in organizing last year's Global Product Line Meeting.

"She was an absolute rock star working on the 2010 Global Product Meeting," read one nomination. "Her exceptional customer service extended to 250 employees worldwide because she was so diligent about every detail," read one nomination. "The initiative she took throughout the planning made a huge difference in the great success of the meeting."

"Michele is one of the most helpful finance people I have ever worked with," read another. "She does an excellent job helping us to understand our budgets, and helping us stay within them, while obtaining the most valuable equipment and services available."

Cooney

Cooney joined IDG in December 1999 and is responsible for preparing various types of state and federal tax returns and researching tax-related issues for IDG and its subsidiaries. "John is a valuable tax liaison between IDG and IDC Fianance," read one nomination. "IDC's business model is complex and creates a variety of significant tax issues, especially over the past year with the new economic nexus rules in some states. He recognizes the immediate need of the request and works quickly and efficiently with IDC's Finance Team."

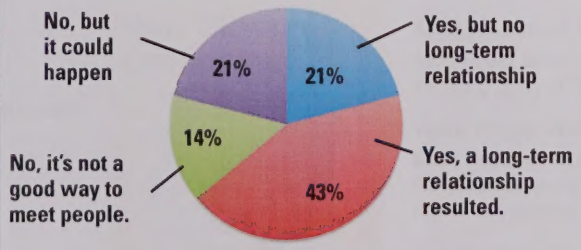
Cooney was also cited for the results he achieves in carrying out his daily responsibilities: "In working with the new economic nexus issue with Washington state, John has discussed and researched options to help reduce IDC's tax obligation in that state."

The award is given in memory of the late Jay Boviard, who served as IDG's corporate credit manager from May 1988 to February 1994. Nominations are reviewed by Human Resources Service Division Manager **Beth Ramistella**, IDG CFO & Treasurer **Ted Bloom** and IDG Senior VP/Corporate Taxes **Jayne Enos**.

Contact Beth Ramistella at beth_ramistella@idg.com. WU

Question of the Week results

Have you or anyone you know ever used an online dating service?



Log on to www.idgcentral.com to vote on this week's question:

Two major plans for subscription-based mobile apps came out last week. Which will get more support from publishers?

What's going on around your office?

The Photo of the Day feature on the home page of IDG Central is a way to share a quick look at what's happening at IDG business units around the world. All employees are invited to send photos depicting a glimpse of life at the office, or an image from an event, a staff meeting, an offsite gathering,etc.

Send the photo with a short description, including the names and titles of everyone pictured, to idgcentral@idg.com.

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

47
Patrick McGovern *IDG*

37
Gunnar Lindberg *IDG Sweden*

21
Patricia Smith *IDG International Publishing Services*

18
Diane Hacker *PCWorld*
Scott Lum-Duenas *PCWorld*
Doni White *IT World Canada*

17
Yukimi Chiba *IDG Interactive (Japan)*

14
Chris Jarmul *IDC*

13
Beth Ramistella *IDG*
Bronwen Cleary *IDC*
Agnieszka Switkowska-Kreczmar *IDG Poland*

12
Ernesto Cordero *IDG*

11
Ed Albro *PCWorld*
Leilani Lopez *PCWorld*
Paul Shinhara *PCWorld Central Services*
Todd Hall *IDG*
Kevin Capalbo *IDC*
Jesper Landén *IDG Sweden*

10
Bob McMillan *IDG News Service*
Laurie Horn *IDC*

9
Tommy Cheung *IT World Canada*

8
Jiahuan Liu *IDG Asia*

7
Lychee Lo *IDC Hong Kong*

6
Curt Poff *Mac Publishing*
Ashley Gilliam *IDC*
Niklas Höglund *IDG Sweden*
Giovanna Saba *IDC U.K.*
Angela Salmeron *IDC U.K.*

5
Amy Bennett *Computerworld*
Lawrence Coffin *CXO Media*
David Gradijan *IDG Enterprise*

4
Ellen Cobb *PCWorld*
Paolo Del Nibletto *IT World Canada*
Jean-Francois Ferland *IT World Canada*
Pinelopi Gianniotis *IT World Canada*
Brad McBride *IT World Canada*
Shane Schick *IT World Canada*
Howard Solomon *IT World Canada*
David Webb *IT World Canada*

3
Will Chu *GamePro*
Roman Loyola *Mac Publishing*
Richard Souza *Now!Digital Business*
Tatiana Liki Bidoli *Now!Digital Business*

2
Nick Geist *GamePro*
Jessica Reback *GamePro*
Michael Fletcher *IDG U.K.*

1
Brett Singer *IDG U.K.*
Abbey Weintraub *IDG Enterprise*
Suzanne Schlaadt *IDC*
Sharon Cheng *IDC Malaysia*

New Caption Contest

Go to the link on the home page of IDG Central.

IDC Canada announces Q1 performance awards

Back row: ***Amir Ahari, Lawrence Surtees, Brandon Mensinga, Thomas Dyer, Dave Pearson, George Bulat*** *and* ***Nigel Walls****. Front row:* ***Steve Yang, Patty Bu, Krista Napier, Yixin Chen****. Not pictured:* ***Rob Burbach*** *and* ***Lars Goransson****.*

IDC Canada announced the winners of its Q1 FY11 employee awards earlier this month. Awards were presented by **Lars Goransson**, general manager & group vice president, IDC Canada. The winners are:

Research Quality Data Award

Thomas Dyer, manager, Measurement & Forecasting Practice; **Steve Yang**, analyst, Communications & Mobility; **Brandon Mensinga**, senior analyst, Mobility; and **Yixin Chen**, associate analyst, Measurement & Forecasting Practice
For their work on the mobile phone model.

Research Quality Deliverable Award

Krista Napier, senior analyst, Emerging Technology and Digital Media; and **George Bulat**, research director, Client Hardware.
For their work on the media tablet forecast document.

Business Development Award

Lawrence Surtees, research VP, Communications
For convincing the client that they needed the Telecom market model.

Client Interaction Award

Nigel Wallis, research director, Enterprise Software & Application Services
For providing outstanding service to Microsoft to support their mid-year review process.

Consulting Partner Award

Rob Burbach, senior analyst, Survey & Analysis
For scoping out and delivering an amazing consulting project to TELUS.

Salesperson of the Quarter

Amir Ahari, senior account executive
For being 124% of target.

Team Player Award

Dave Pearson, senior analyst, Storage & Networking
For going above and beyond his role to help automate some custom PC tracker deliverables.

Special Award

Patty Bu, senior analyst, Survey & Analysis
For finding new ways to save significant costs within the survey and analysis group.

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. ***Gary Beach****, publisher emeritus of CIO, recently traveled to Italy with his wife Catherine.*

Joined IDG
Sept. 7, 1987

Career Path
Joined IDG as president/publisher of Network World. Moved to president/publisher of Computerworld in May 1991. Started as group publisher for CIO Magazine in September 1997.

Why I choose this trip
My wife, Catherine, and I have always wanted to travel to Italy to enjoy the incredible sights, the awesome food and, of course, the gelato!

Trip highlights
We started our adventure in the beautiful seaside towns of Amalfi, Positano and Ravelo where incredibly colorful homes are built into amazing hills that hug the sea. Pompeii, our next stop, was an insightful window into Roman life in the first century.

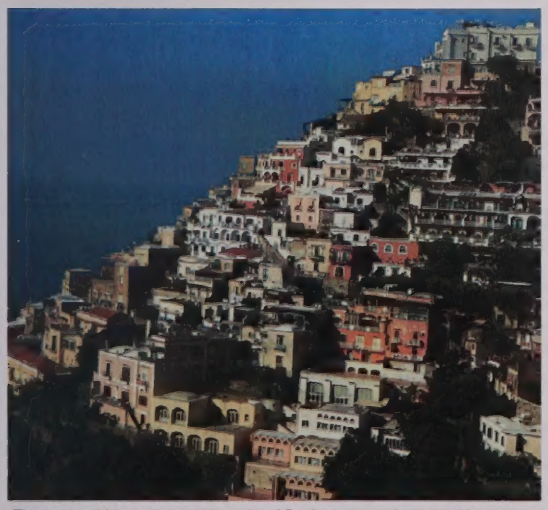
The Coliseum by night.

Three days in Rome — including a private Saturday evening tour of the Sistine Chapel — was next. We saw all the sights; the Pantheon and the Coliseum were our favorites. We even had the opportunity to share an evening with our son who was also touring Italy with a friend. Leaving the hustle and bustle of the Eternal City, we headed out to the lush vineyards of Tuscany and Umbria where we visited amazing churches and enjoyed the fine wine and food of the region.

We met up with the locals after touring the Coliseum.

It was then back to the Mediterranean coast for a one-day tour of five colorful seaside towns called Cinque Terre. Next was Florence for three days of visiting museums, shopping (great leather buys) and lots of gelato. Venice, and its amazing waterways, was our final destination. We were fortunate to arrive on the day of the annual Venetian Regatta where hundreds of gondolas and ancient Venetian warships paraded down the Grand Canal.

Thanks Pat, and IDG, for this truly trip of a lifetime!


The rolling hills and narrow roads of Positano were breathtaking.

The back canals of Venice were mesmerizing.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Eva Au *IDC Asia/Pacific*
Szymon Augustyniak *IDG Poland*
Gary Beach *CIO*
Laurie Butson *IDG HR*
Adele Carter *IDG Global Solutions*
Przemyslaw Gamdzyk *IDG Poland*
Monika Kukulj *IDG Germany*
Natascha Mössler *IDG Germany*
Beth Ramistella *IDG HR*
Susan Searle *IDG Australia*
Piper Sheer *IDG HR*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

28 FEBRUARY 2011
VOLUME 41, NUMBER 8

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG U.K. prepares for launch of TabletWorld

Business units may inquire about content, graphics for local editions

IDG U.K. is working on the inaugural issue of TabletWorld (164 pages, plus covers). It will debut at the end of March, priced at £9.99 (US$16.14) for print and £4.99 ($8.06) for the iPad-ready digital edition, which will be available through the Zinio distribution platform.

The staff is ready to increase frequency of the quarterly publication as the tablet sector gains momentum. At the moment, a subscription plan is not in place.

"The success of Apple's iPad, the quality and quantity of Android tablets and the big-name manufacturers soon to enter the market demonstrate that tablets are the future of not just personal mobile computing but personal computing as a whole," said IDG U.K. PC Group Publishing Director **Simon Jary**.

This special magazine publishing model, which involves higher cover and paper stock costs and sells at a high price point, has proven very successful for IDG U.K.

"It's a great opportunity to reclaim reader revenue from an otherwise declining print market," Jary added.

The premiere issue of TabletWorld will include features on all the existing and soon-to-be-released tablets from vendors such as RIM, Dell, Samsung, HP, HTC and Motorola, alongside reviews of the best iPad and Android apps and more than 50 pages of step-by-step tablet tutorials.

TabletWorld

Apple's iPad will be featured in the first issue as it is the clear market leader and technology innovator, Jary noted, but he expects TabletWorld to concentrate on non-Apple tablets, though it will still cover iOS innovations. "Apple's iPad has a massive lead on its competitors but, as we've seen with the smart phone market, Android is catching up both in popularity and technical finesse, and BlackBerry is still a massive player," he said. "Its PlayBook and HP's TouchPad are huge editions to this burgeoning, exciting market."

continued on page 5

"It's a great opportunity to reclaim reader revenue from an otherwise declining print market."
— Simon Jary, publishing director, PC Group (IDG U.K.)

Inside this issue

Voter participation increases for IDG Czech Republic's channel awards *page 2*

CIO Executive Council licenses Pathways competency framework to U.K. school *page 2*

One on one: IDG U.K. Managing Director Kit Gould *page 3*

PCWorld introduces Headline of the Month award *page 4*

Celebrating 10: IDG Enterprise's Enku Gubaie *page 8*

GamePro.com sees traffic gains with Apple iOS game reviews

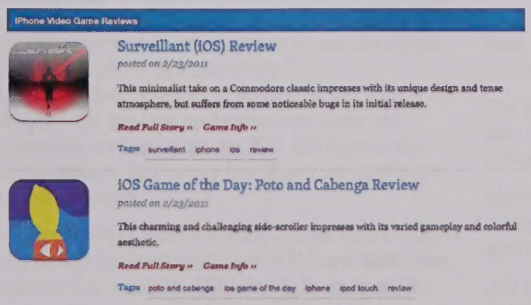
Over the last year GamePro has broadened its gaming coverage to include devices that don't rely on console buttons or a PC: Apple's iOS devices — the iPhone, iPod Touch and iPad.

GamePro Reviews Editor **Will Herring** said the San Francisco-based publication started covering iPhone and iPod Touch games in early 2010 with a weekly iPhone Games of the Week round-up feature. "We'd noticed impressive traffic on our iPhone 'best-of lists,' and coupled with our, at the time, anemic iOS section, we decided to build on and expand our iPhone and iPad coverage." Although the iOS gaming space is still relatively new in larger gaming industry, "it's one of the fastest growing and highest grossing — we couldn't not cover it," Herring said. "We've seen an impressive increase in traffic to our iOS reviews, and I think it's a space we've really excelled in. Not many major gaming outlets cover iOS gaming as extensively as we do, which I think makes our coverage unique and pretty valuable."

Herring

GamePro's iOS reviews began with a freelancer writing short reviews about five different games in the App Store, which Herring would then compile into an end-of-week feature "to better flesh out the iPhone hub on our site," he said. "As time went on, we expanded that coverage to include iPad games, and the feature became the App Store Games of the Week."

continued on page 6



GamePro has reviewed approximately 350 iOS games to date.

in brief newsworthy

Voter participation expands for IDG Czech Republic's channel awards

*(L-R): IDG Czech Republic Managing Director **Jana Pelikanova**, ChannelWorld Czech Editor-in-chief **Jan Mazal** and Eset Software Channel Marketing Manager Lukás Herout, whose company won four ChannelWorld awards.*

IDG Czech Republic recently announced the winners of its ChannelWorld Awards 2010 following an online voting period on ChannelWorld.cz that ran from Oct. 10, 2010 to Jan. 31, 2011.

Executive representatives of resellers, service providers and vendors from the Czech and Slovak Republics voted for Distributors of the Year in three categories, while Czech resellers, service providers and representatives of distribution companies voted for Vendors of the Year in eight categories.

Some 691 representatives from 654 companies voted in the survey, with 42% of votes from Slovakia, a significant increase in participation from that country, said ChannelWorld Czech Editor-in-chief **Jan Mazal**. While IDG didn't do anything specific to entice more Slovak voters, he thought the uptick was a sign of the two-year-old survey's growing popularity and also that distributors in Slovakia may have encouraged their resellers to take the survey.

IDG Czech Republic held a small reception in February to recognize the winners. Representatives of the 11 survey partners attended, among them Dell, Belkin, Brother, HP and Symantec. The partners had donated 6,000 euros (US$8,200) worth of prizes as a lure for votes, and during the ceremony representatives drew voters' names in a random drawing for PCs, printers, cell phones and other devices.

The ChannelWorld Czech team realized a profit margin of about 22% after expenses for the survey and the reception.

Write to jan_mazal@idg.cz. For the list of winners, see this article on IDG Central. WU

CIO Executive Council licenses Pathways competency framework to London's Open University

London's Open University recently became the first institution to license the CIO Executive Council Pathways' competency framework. The university will map the framework to its CIO online curriculum, allowing students to follow a clearly devised learning plan, from IT staff to board-level executive.

***Kathy Sullaway**, director, Channel Sales, CIO Executive Council, said she is actively marketing the Pathways program to universities and industry groups.*

The framework, known as the Future State CIO Journey Framework, was developed as part of the Council's Pathways program, a leadership development program for high-potential IT staff that are aggressively seeking the seat of CIO or another senior leadership position within IT, explained **Kathy Sullaway**, director, Channel Sales, CIO Executive Council. The Pathways program is built around three areas of professional development: leadership, technology and business.

Pathways
Advancing Business, Technology & Leadership Excellence

"The university was looking for a model that would let them build a curriculum for their students that would address skill development through the CIO level. We discussed how we were using the competencies within the framework and our assessment tools to build out our own curriculum for the Pathways program, and that provided them with the piece they were missing," Sullaway said.

The Open University is the largest higher education institution in the U.K. and a leader in distance learning. Since it began in 1969, the university has taught more than 1.6 million students and currently has more than 250,000 students enrolled, including 20,000 overseas.

The CIO Executive Council has an existing partnership with the Association of Information Technology Professionals for the Pathways program and a license with the Information Technology Senior Management Forum, which embeds the CIO Executive Competencies Assessment Tool (developed with Egon Zehnder International and the Council membership) into its own leadership development program for senior IT leaders, Sullaway said.

*For more information, contact **Deb Stark**, director, marketing, CIO Executive Council at dstark@cio.com.* WU

IDG Korea organizes second annual CIO Perspectives Forum

CIO PERSPECTIVES

IDG Korea held its second annual CIO Perspectives Forum last month, drawing just over 100 CIOs and IT directors to the Ritz-Carlton Seoul Hotel. Titled "Business Strategies for the New IT Landscape," the day-long conference had seven sessions covering such topics as the 2011 CIO Agenda and Economic Outlook, Technology Trends and Leadership and Career Development.

"We learned that Korean CIOs want to drive their organizations' business by creating value from IT," said **Katherine Park**, IDG Korea senior vice president. "The closing keynote speech by Mike Wohn, vice chairman and CEO of Meritz Fire and Marin Insurance, about his career path from CIO to CEO also gave the audience a chance to consider the future of their careers."

The event had four sponsors, including Computer Associates and RIM, who told Park that the forum gave them an opportunity "to build a good network of CIOs."

Marketing for the Perspectives Forum was done personally. "We contacted each CIO, inviting them to the event by phone and e-mail. We also used Facebook and Twitter," Park said.

IDG Korea's third CIO Perspectives will be held in January, 2012. Write to Katherine Park at katherine_park@idg.co.kr. WU

one on one the interview

Kit Gould
The managing director of IDG U.K. is this week's columnist. Reach him at kit_gould@idg.com.

"For us a key to this [print to online] change was that the senior management was 100% committed to this change. It still makes me laugh (if not cry!) to think about how long it took some people to accept that online was the future. I see a similar thing now happening with mobile, but this time we have massive support from all our teams."

Q Online revenue is now responsible for more than 70% of your total company revenue. What have been the keys to your success in the transition from print to online?

A The transformation from print to online requires a huge change in many cultural, financial and work flow processes that have been with many people most, if not all, of their working lives. We managed this better than many of our competitors in the U.K., but it was not easy, and you really only move at the pace of the slowest team member. We appointed evangelists within all the teams, and, to be frank, worked extra hard on those who were not fully supportive. For us a key to this change was that the senior management was 100% committed to this change and without that it would have been much more difficult, if not impossible. It still makes me laugh (if not cry!) to think about how long it took some people to accept that online was the future. I see a similar thing now happening with mobile, but this time we have massive support from all our teams.

In the U.K., a key advantage was that many IDG products hadn't at that stage been launched here and having a blank sheet of paper and no print legacy issues can be a real help. I think, to be honest, it really is very difficult to transform, and when we look back at it in the U.K. every established print-based brand was overtaken by new online (often pure play) entrants. We always had the view that you have a slim chance to stay in this game so if you don't very quickly take that chance you will die, and probably very slowly and painfully.

Q PC Advisor has enjoyed particular success online. Why?

A Two things — great and committed individuals and stupid competitors. The guys just got it. Today we have three times as much online ad revenue as that in print, and we have over 10 times more online readers than those in print. Our commercial and editorial teams saw this vision early on and understood that it was not print vs. online but print and online that made the brand, the reach and the community.

We also had some great help from our competitors. They just moved too slowly, confused their online brand and kept their focus on print. In the U.K., the longest standing and most established PC magazine actually closed down, and this was in the same year PC Advisor had its most profitable performance ever!

Q You launched a CFOworld site last October. How is it doing? What are your plans for this site?

A CFOWorld has been very well received in the U.K., and we actually made a small profit in the third month after launch in October. However, it is quite a conservative market so it takes time for readers and advertising to grow. For us to grow further we have to invest in additional resources. We recently appointed additional editorial resources and will add more dedicated sales people to the CIO/CFO sales team. We are producing the first printed issue later next month and will proceed with it as a quarterly. CFOWorld is an important addition to the CIO stable and allows a far more attractive marketing proposition for IT marketers by broadening our reach into the Office of Finance as well as attracting new advertising customers from the financial services sector. The launch of a U.S. version as well as more IDG business units launching local CFOWorld brands around the world will broaden the portfolio and enable IDG Global Solutions to capture more global and regional budgets. This could significantly add to our successes to date.

Q What are you doing in the area of one-off publications and bookazines?

A This is a really exciting area. We have a view that the one-off sector may be outselling the monthlies in our sector. Last year we published a well-designed and timed iPad special that was very profitable and is still selling in its digital version. It has been translated and republished in the Netherlands, Hungary, Poland, Sweden and Korea. So we are planning five more editions, each focusing on a specific aspect of the iPad's usage: creative, business, education, family and entertainment. This time, we are focusing on the digital model, which will shortly be available through Zinio's online distribution platform.

In March, we will launch a new print title — TabletWorld, which will be a high-priced and well-designed 164-page magazine. It will cover all tablet formats and examine the products and the apps with a lot of how-to help and advice articles. The focus will be on reader revenue, and it will be available in digital format as well as web and mobile versions. *(See story, p. 1)*

In total we have scheduled around a dozen one-off and specials and have created a new group — the Special Magazine Group — which will pool together all the resources, knowledge and expertise from our people on PC Advisor and Macworld.

Q What is the demand for social media programs from your customers? How are you responding?

A In the first quarter of this financial year social media programs will represent approaching 10% of all our online ad revenue. Additionally these programs create a lot of extra spend in the branded sites, so I would say the true impact of social media programs to us is closer to

continued on page 5

PCWorld headline contest puts focus on SEO, creativity

In a nod to the importance of generating headlines that appeal both to search engines and human beings alike, PCWorld has implemented a Headline of the Month Award. The competition, which is admittedly subjective, is designed to encourage writers and editors to think more analytically about the approximately 1,000 headlines they write each month and to put real effort into the process, noted PCWorld Editorial Director/VP **Steve Fox**.

"Often a writer will expend so much time and energy researching and writing the story itself that the headline, prepared at the last minute, can be an afterthought," Fox noted. "Yet a good headline is critically important both for bringing in readers and for SEO. It's a tricky proposition because a good headline needs to be optimized for humans and machines."

"A cursory glance at the top headlines on Google during any given news day will reveal that even barely intelligible headlines get placement. We're striving to create headlines that do more than pop to the top of search results, adding value to our brand by demonstrating PCWorld's worth and encouraging repeat visits," said PCWorld Executive Editor ***Robert Strohmeyer.***

"We emphasize SEO and news aggregator optimization in our headlines by front-loading keywords and choosing phrase structures that match the most popular searches and the top-ranked news headlines," explained **Robert Strohmeyer**, executive editor, PCWorld. But, he added, statistical optimization alone doesn't make readers want to click — particularly on news aggregation sites like Google News. "To catch a reader's eye in a list of similar news headlines, we look to humor, interesting phrasing or intriguing detail to draw them in and compel them to click."

The editorial management team of Fox, Strohmeyer, Editor **Ed Albro** and Managing Editor **Kim Brinson** keeps an eye out for worthy headlines throughout the month, Strohmeyer explained. As selection time approaches, they open up a call for nominations from other members of the editorial staff. From the nominees, "we collaboratively choose the headline that strikes the best balance between clear SEO and alluring writing," he said. And while the team does consult analytics in making its selection, it's not the sole criteria.

"Creativity in attracting human readers with a voice and tone that reflects well on our brand as a source of authoritative and entertaining tech coverage is far more important to us in this case. The point here is to do more than pull raw page views. We view strong headlines as an important component in building audience affinity," he added. The winner receives a $20 Amazon gift card.

PCWorld intern ***David Daw*** *received one of the first awards for PCWorld's Headline of the Month contest.*

To date, two awards have been given. They were:

- "3D Printer Prints Its Own Upgrades" (**David Daw**, intern)
- "McDonald's Phishing Scam: I'm Not Lovin' It" (**Tony Bradley**, contributor)

In both cases, noted Strohmeyer, the stories covered hot news topics and successfully drove big traffic numbers from Google News.

"We're seeing a definite boost in staff interest in headlines, with editors bouncing ideas off one another to squeeze the best lines they can from the material they're posting," Strohmeyer added.

For more information, contact Robert Strohmeyer at rstrohmeyer@pcworld.com. WU

Got a favorite app to share?

IDG World Update editors asked employees for their favorite iPhone, Android and Blackberry applications, both for work and for fun. To add yours, see this story on the home page of IDG Central and use the comments section.

Dropbox: I've used this for a long time. It lets me move files around quickly and easily and access them from anywhere.

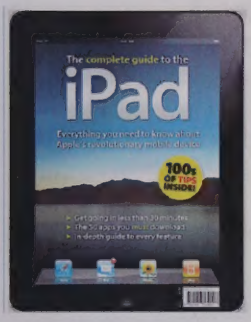
QuickOffice. It's handy for checking and making edits to most Microsoft files and lets me view most other types of files very easily.

Drop7: Absolutely the best thing on my iPhone. It's a puzzle game that's like some kind of strange mental crack. I use it to pass the time almost any time I have a spare minute or two. Buy it.

– Julian Rignall, GamePro VP, Content

I spend as much time on my social networks in mobile apps as I do on my PC. I use Twitter's own app on the iPhone and **Twitterific** on the iPad. I'm also a recovering **Foursquare** addict, now content with a few mayorships and reading other users' location tips. **LogMeIn Ignition** is a great iPhone and iPad app that lets you remotely access your less mobile computers wherever you are. Also handy: **AirDisplay** turns your iPad into a second display; **GoodReader** for PDFs; and **Instapaper** for offline Web reading.

– Simon Jary, IDG Communications U.K. publishing director



IDG U.K.'s Complete Guide to the iPad has been translated and republished by IDG affiliates in the Netherlands, Hungary, Poland, Sweden and Korea.

TabletWorld

continued from page 1

IDG U.K. has enjoyed success with publications about the iPad. It publishes a bi-monthly iPad User magazine (which began life as iPod User in 2002, and has just reached its 50th issue), which it will continue to produce.

IDG U.K. also published the best-selling Complete Guide to the iPad, another example of the special publication model, which is still selling in its digital format through Zinio. Its printed version has been translated and republished by IDG affiliates in the Netherlands, Hungary, Poland, Sweden and Korea. *(See IDG World Update, http://tinyurl.com/4d5euv3.)*

TabletWorld will also be available as a web and mobile site. Tablet versions for non-Apple tablets are under consideration. Plans are also under way for the release of a range of branded apps for Apple, Android and BlackBerry users.

The soon-to-be-launched web site, www.tabletworld.uk.com, is currently being redirected to PC Advisor's Tablet Advisor section.

IDG business units that are interested in partnering with IDG U.K. to use content and/or graphics from TabletWorld should write to Simon Jary at sj@idg.co.uk. WU

One on one

continued from page 3

20%. We are facing a lot of demand for these programs and as a result we have priced these at a premium level. This is important, as the hidden costs of executing these programs can be quite high.

We have been fortunate that the U.K. has picked up very quickly on this trend from the U.S. and we have been able to position ourselves as real experts in this field. We recently won the award for best use of Social Media at the b@b marketing awards for our work with Fuijitsu on a CIO social media campaign last year. We also believe that social media is becoming a must-have element in all integrated campaigns so we are currently recruiting new people to our Strategic Marketing Services group.

"We want our mobile activities to mimic the advances we made in online a few years ago – so the fear of being left behind drives a lot of what we do!"

Q How is your TechNetwork business doing?

A Our TechNetwork is doing great. This year it will make decent profit, and we are currently seeing revenues up 85% over last year. It is a very different business from our more traditional IDG brand-focused businesses and requires a separate team and approach. We have found that it gives a real advantage over our competitors and significantly extends the reach we are able to offer our customers and now represents around 11% of all online spend into our company. The Tech Media Exchange, recently announced in the U.S. is very exciting and represents another step further into the growing ad networks market. We intend to go live with this solution in the U.K. in the next few months.

Q What are you doing in the area of app development?

A This has been one of our most busy areas. All our brands will have their own apps by the middle of this year, and these will be available for Apple, Android and Blackberry platforms. The subscription model is still evolving, and the recently announced revenue share models are pushing us further towards viewing Google as the most profitable apps partner. We are also looking at some non-branded apps that cover specific interest areas, and it may be that subject matter rather then brand could be the driving force in sales. This month we launched AppWorld, an app dedicated to reviewing the latest apps for the iPhone. This is an interesting launch because rather than using outside help our online development team produced this in house using an HTML-based approach, so it was quick, inexpensive and a fun thing to do.

Q What sort of mobile strategy are you pursuing?

A This obviously overlaps with the previous area and is going to be huge. Currently our B2C sites are getting between 5% and 10% of their sites' traffic from mobile devices. The ad revenue model is difficult with this level of impressions, and, of course, using third-party sales and the limited amount of screen space make revenue flows limited. But this is only the beginning, and we have found in the B2B area the sponsorship model to be a more successful approach, which we are now looking to adopt on the B2C side. Our strategy is to experiment with as many different models, formats and approaches as possible.

We recently appointed one our of most successful editors, **Paul Trotter** (the ex-editor-in-chief of PC Advisor), to the role of head of mobile where he coordinates all these activities and ensures the effective sharing of knowledge, experiences and activities across the company. Our aim is that by the end of this year we have a far better idea of what works best in each area and we believe that only by experimenting will you gain the necessary knowledge that will place us at the forefront of this trend. We want our mobile activities to mimic the advances we made in online a few years ago – so the fear of being left behind drives a lot of what we do! WU

GamePro

continued from page 1

Reception has been "pretty strong," Herring said, noting that there was "quite a bit of feedback," largely from independent iOS developers who were happy to see their games covered. Looking to expand its iOS coverage, GamePro broke down those five collected weekly reviews into five individual articles, publishing one a day through the workweek.

"This got some great traffic but meant that my freelancer suddenly had quite a bit more space to fill — a review a day is a pretty tall order," Herring said. "To accommodate him, I developed an iOS Game of the Day template, which my iOS reviewers now use to list the bullet-point, need-to-know information for the game in question. This creates easy-to-digest reviews that offer readers the nitty-gritty details and help them decide if the game is worth their 99 cents."

Recently GamePro has been collaborating with Macworld Associate Editor **Chris Holt** to republish and repromote MW's iOS gaming reviews. This has created "an impressive new flow of fresh content," Herring said — three iOS reviews a day, plus GamePro's standard console and PC reviews.

Herring said GamePro has reviewed roughly 350 iOS games to date. (There are currently more than 350,000 apps and games in the App Store.) "I generally use one of my most reliable freelancers, Ryan Rigney, to man the App Store and seek out new releases, but we're constantly urging both other editors and outside reviewers to pursue the templated iOS format, which runs anywhere between 300 and 500 words."

According to Herring, games to be reviewed are chosen by "pricing, pre-release buzz, originality — pretty much everything. A game doesn't have to be cheap or well-known to be covered, though. The iOS gaming space has a really impressive independent-developer scene."

According to Herring, most of the popular iOS games can be finished in a matter of hours. These types of games usually sell for between $0.99 to $2.99 in the App Store, and Herring said it's both the "bite-sized nature" and affordable pricing that makes these games work so well in a daily reviews format. "That's one of the reasons we've made a push for the iOS reviews template," he said. "You want a much deeper, more analytical review when you're contemplating spending $59.99 plus tax on a hot new console release, but if it's a question of spending a dollar for a game you'll play on the bus or in line at the grocery store, you just want to know if it's worth your time."

The daily reviews have also drawn reader reviews. "Most of our reader comments fall between 'Oh, I didn't know about this — I'll have to give it a shot,' to 'I love this game and am glad somebody reviewed it!'" Herring said. He added that the site also gets quite a few comments from the developers of the games, "who are quick to re-Tweet the reviews and mention the coverage on their respective sites and blogs."

Write to Will Herring at wherring@gamepro.com. WU

To see the template and several links to GamePro iOS reviews, see this story on www.idgcentral.com.

noteworthy people

Promotions

Whalen

IDC Insights Group Vice President and General Manager **Meredith Whalen** has been promoted to senior vice president, U.S. Insights and Vertical Markets Research. "Over the past four years Meredith has done a superb job managing each of the Insights business units in the U.S," said **Crawford Del Prete**, IDC executive vice president. "This has included the business strategy refinement of each of the existing Insights units, as well as the launch of Retail Insights. Under her leadership, the U.S. Insights organization has steadily improved in terms of profit and revenue growth. In the U.S. vertical markets program, Meredith has overseen the creation of groundbreaking research offerings such as the IT Wallet, which has emerged as a key sales planning tool for a number of IDC's largest customers. Over the last 18 months, Meredith was a key architect of our recently launched IT Executive Program, where IDC is partnering with the IDG CIO Executive Council to deliver a new kind of experience to IT leaders — a high value program that combines the value of IT and industry research, peer networking and executive advice in a single offering." *mwhalen@idc.com*

O'Neill

CIO.com Senior Writer **Shane O'Neill** is now senior editor. "Shane joined CIO a few years ago and has successfully built up the Microsoft and Windows beat on the site, an area CIO had no previous coverage in, turning it into a key area for the site," said **Brian Carlson**, editorial director and editor-in-chief of CIO.com. "Shane is a reliable and dedicated employee who is always available to support his team members with a positive and constructive attitude. As senior editor, Shane will take on more of a leadership role at CIO, helping to drive and define the editorial strategy of the website, while working to increase traffic and name registration for the site, all while producing world-class editorial content for our readers." *soneill@cxo.com*

Keough

IDG Enterprise Senior Event Planner **Caroline Keough** has been promoted to event manager. "Caroline joined Network World in 2006, managing the IT Roadmap series. Over the last year, she has expanded her role in managing some of highest profile events like DEMO, Storage Network World and the Premiere 100 and works tirelessly to ensure their success," said **Deb Begreen**, IDG Enterprise director, Event Operations. "She brings 10 years of experience to the team, and she has been instrumental in defining our operational strategy and establishing best practices for the team." *ckeough@nww.com*

Palermo

IDG Enterprise Product Placement Specialist **Andrew Palermo** has been promoted to online account services coordinator. "Andrew joined the organization last December and has done an excellent job providing accurate lead reports to our clients, deploying e-mail marketing, helping train new hires, assisting with virtual trade shows as needed and has recently started to manage campaigns alongside his other core responsibilities," said **Danielle Thorne**, director of online account services. "He will initially be managing Network World and IT white paper campaigns." *apalermo@idgenterprise.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Uschi Istavrinos *IDG Germany*
Martin Fältström *IDG Sweden*

21
Thomas Wilms *IDG Germany*

20
Reinhard Prasse *IDG Germany*

19
Michalina Nowakowska *IDG Poland*
Anders Lotsson *IDG Sweden*

18
Eva Pechova *IDG Czech Republic*

17
Jens Stark *IDG Switzerland*
Stefan Kaczmarek *IDG Poland*

16
Antonette Cutone *IDG*
Hans Jørgen Christiansen *IDG Denmark*

15
Eric Knorr *InfoWorld*
Thomas Cloer *IDG Germany*

14
Alan Tang *IDC Hong Kong*
Sascha Alexander *IDG Germany*
Thorsten Eggeling *IDG Germany*

11
Michele Wescott *IDG Enterprise*
Maarten van Hage *IDG Netherlands*
Rick Val *IDG Netherlands*
Rick Hudson *IDG Australia*
Hansjörg Honegger *IDG Switzerland*
Lina Vikman *IDG Sweden*

10
Ales Mlejnsky *IDG Czech Republic*
Koen Zijm *IDG Netherlands*
Bushra Khalid *IDG Corporate Services*
Sabine Anegg *IDG Germany*

8
John Kim *IDC Korea*
Adrian Ho *IDC Singapore*

7
Mylene Buensucesco *IDC Philippines*
Masamichi Karasawa *IDC Japan*
Anna Ekström *IDG Sweden*
Søren Queitsch *IDG Denmark*

6
Edite Lopes da Silveira *IDC Brazil*
Leigh Worthing *IDC U.K.*
Ruben Durand Ore *IDG Spain*

5
Michael Barton *Computerworld*
Jeroen Jonker Roelants *IDG Netherlands*
Frank Wang *IDC China*
Bill Rojas *IDC Hong Kong*
Letchmy Ganapathy *IDC Singapore*
Sebastian Woerle *IDG Germany*
Peter Holzinger *IDG Germany*
Kim Andersen Stensdal *IDG Denmark*

4
Carrie MacGillivray *IDC Canada*
Robert Johnson *IDG Connect*
Pascale Vonk-Romein *IDG Netherlands*
Fabian Cardoz *IDC Center for Consultancy & Research (India)*
Eiko Furumoto *IDC Japan*
Anneli Jansson *IDG Sweden*
Andrew Shepherd *IDC U.K.*
Gabor Fauszt *IDC Hungary*

3
Madeline Kruzel *IDG World Expo*
Yong-Hyun Kim *IDC Korea*
Mayur Sahni *IDC Singapore*
Andrew Harrison *PC Advisor*
Nancy Le *IDG Australia*
Claudia Hochman *IDC Argentina*
Michael Hermann *IDG Switzerland*
Ludwik Krakowiak *IDG Poland*
Ilona Dudek *IDG Poland*
Dariusz Utracki *IDG Poland*
Andrew Bell-Wright *IDC U.K.*

2
Lisa Bolwin *IDG Enterprise*
Chetan Patil *IDC Center for Consultancy & Research (India)*
Spandas Lui *IDG Australia*
Diego Valer *IDC Peru*
Nathalie Buccieri Ortiz *IDC Brazil*
Karen Schewikert-Bauer *IDG Germany*

1
Susan Johnson *IDG Global Solutions*
Roslyn Baguley *IDC Australia*
Angela Peng *IDC China*
Lutfi Avianto Husein *IDC Indonesia*
Renata Bernardino Corage *IDC Brazil*
Leonardo Bueno Munin *IDC Brazil*
Marcos Rodrigues da Silva Pimentel *IDC Brazil*
Andrey Santoni dos Santos *IDC Brazil*
Nicholas Zeitler *IDG Germany*
Yuko Tominaga *IDC Japan*
Marcin Kitlas *IDG Poland*
Peter Wiklund *IDG Sweden*
Petra Blum *IDG Sweden*
Cristina Jansen *IDG Denmark*
Daniel Mortensen *IDG Denmark*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Quick tip from Writing Workshop

The authors of the Writing Workshop blog on IDG Central look at grammar and style mistakes and suggests corrections. Here's a recent entry:

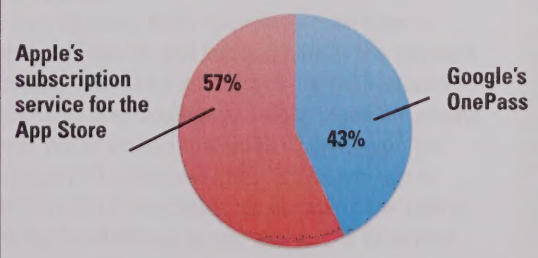
Example: Applications with elements that look tiny on high-resolution displays — toolbar buttons or menu text, for example — can be enlarged to two or three times their original size to make them legible.

The misattribution here relates to the subject of the verb "can be enlarged." The subject of the sentence is "applications," not "elements," but the elements are the things that can be enlarged. Switching to active voice may help us clarify the author's intention.

Better: You can enlarge application elements that look tiny on high-resolution displays — toolbar buttons or menu text, for example — to two or three times their original size to make them legible.

Question of the Week results for Feb. 21

Two major plans for subscription-based mobile apps have been proposed. Which one will get more support from publishers?



Log on to www.idgcentral.com to vote on this week's question:
How many browser tabs do you have open right now?

celebrating 10!

Name
Enku Gubaie

Home
Framingham, Mass.

Joined IDG
Jan. 13, 1997

Career path since joining IDG
Network World positions: Account Executive, Account Manager, Sr. Account Manager, Sr. Account Manager & Special Projects Leader, Manager of Marketplace & Emerging Markets, Regional Account Manager.

Current title
Account Manager, Emerging Markets for IDG Enterprise. I sell the MarketPlace print advertising section of Network World, Computerworld, CSO and CIO as well as the IT Careers print section of Computerworld. Plus I sell online, custom and events sponsorship opportunities.

Best part of your job
Closing a sale and bringing in revenue.

Latest accomplishment
I was one of the winners of the first annual President's Club award for IDGE in 2010.

Family
My husband, Joseph.

What accomplishment at work are you most proud of?
I have been fortunate to receive 11 sales awards.

What talent do you wish you had
I wish I could sing.

Dream destination
South Africa

Fantasy job
Actress

Most difficult decision you ever had to make?
The most difficult decision for me was moving from Europe to the U.S. My family lived in Germany and Italy for many years. While living with my father in Italy, I had to make the decision to move to the U.S. and live with my mom. And it actually turned out for the best.

First job?
Custom T's, a shop in the old Natick Mall where you could get customized text and designs printed right on the t-shirts.

What it taught you?
There are a lot of strange people in this world.

*IDG Enterprise's **Enku Gubaie** attended dinner as the guest of IDG Chairman **Pat McGovern** in honor of her decade of service to the company.*

Your idea of a perfect day alone?
Enjoying a cup of tea while watching a good movie or reading a good book.

Your last meal would be
Grilled salmon, asparagus, mashed potatoes and crème brûlée for dessert.

If you won the lottery tomorrow, you would
Fly everyone at IDG to the Caribbean! But seriously, I would travel, take care of my family and help out with some charities.

Manager's profile
"For over 10 years, Enku has consistently been a valuable contributor and integral part of the Network World sales team. Her enthusiasm for the Network World brand, and positive, can-do attitude are always evident! We're thrilled that in 2010 Enku won the prestigious IDG Enterprise President's Club honor, and that in 2011 she continues to extend her selling efforts for MarketPlace across all the IDG Enterprise brands."

— Andrea D'Amato, vice president, publisher, Network World

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Steve Fox *PCWorld*
Kit Gould *IDG U.K.*
Will Herring *GamePro*
Simon Jary *IDG U.K.*
Jan Mazal *IDG Czech Republic*
Katherine Park *IDG Korea*
Deb Stark *CIO Executive Council*
Kathy Sullaway *CIO Executive Council*
Robert Strohmeyer *PCWorld*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

7 MARCH 2011
VOLUME 41, NUMBER 9

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Spain offers iPad Guide as its first app

*Macworld Spain Sales Director **Elena Cisnero** and Director of Mobile Business Development **Javier Rodriguez** show off the company's first iPad app.*

IDG Spain's first app for iPad makes Macworld Spain's successful book The Definitive Guide for the iPad available in Apple's Spanish App Store for only 3.99 euros (US$5.50). The 10-euro ($13.50) print edition of the guide has sold 9,000 copies since it was released in June 2010.

Launched Feb. 9, in its first day for sale the app reached the No. 1 position among Top Apps by Revenue and Top Apps: Paid Software, in the App Store's Books category. "Given the short time it's been for sale, we are very proud of the fact that we've sold 180 in a week, an average of 25 per day," said IDG Spain Director of Mobile Business Development **Javier Rodriguez**, who led the project and wrote the guide.

"Such sales data is very promising, considering this is a product that has already been available in print and through Zinio for about five months before appearing in the App Store. We hope to finish this month with

continued on page 5

Sweden's Facebook för Alla targets newbies, small businesses

With sales from its first issue greatly exceeding the forecast, IDG Sweden has a lot to like about its most recent title: Facebook för Alla. Originally launched as a one-time publication, Facebook för Alla has sold well over 9,000 copies on the newsstand (against a forecast of 6,000) and a second issue is now planned for this summer, said PC för Alla Editor-in-chief **Fredrik Agrén**, who also serves in the same capacity for the new publication.

*PC för Alla Editor-in-chief **Fredrik Agrén** said the better-than-expected sales of Facebook för Alla have led his team to plan a second issue due out this summer.*

Content for the 76-page publication, which is written by a freelance journalist, is aimed primarily at the "broader consumer crowd, many of whom are still struggling with the simplest of tasks, such as setting up an account and learning the basics of using Facebook," Agrén said. "The focus is on lots of tips such as what all the buttons are for and step-by-step instructions on how to find friends, add a profile picture and so on." But, he added, there are also several more advanced guides to using security and privacy settings, creating groups, adding apps, etc.

There is also some content aimed at helping small businesses use Facebook to find new customers and market their products, Agrén said.

Primarily designed as a reader-revenue project, Facebook för Alla sells for $10 — "pretty standard for tech magazines in Sweden," Agrén said. The first issue did carry a few

continued on page 4

Inside this issue

Macworld Mobile travels to Mobile World Congress in Barcelona *page 2*

IDC hosts Middle East CIO Summit in Dubai *page 2*

One on one: IDG Chairman Pat McGovern *page 3*

PC för Alla team fills pipeline with niche products *page 4*

IDG Enterprise presents President's and Summit Awards to employees *page 7*

Celebrating 10: Arantxa Herranz, IDG Spain *page 8*

in brief newsworthy

Macworld Mobile travels to Mobile World Congress in Barcelona

Mobile developers who wanted to learn more about the business development aspect of the iOS market found a variety of sessions at IDG World Expo's Macworld Mobile event last month.

More than 200 developers upgraded their admission ticket to Mobile World Congress in Barcelona to participate in the one-day conference. Rovio CEO Mikeal Hed kicked off the six-speaker lineup by talking about how his company has focused its attention to capitalize on the phenomenal success of its Angry Birds game. (Angry Birds also captured App of the Year on the Apple platform as well as Best Mobile App in the Mobile World Congress' Global Awards ceremony.)

There were also presentations on effective development techniques, customer and vendor awareness and real-life success stories, including one from the IT director at the Cedars School of Excellence in Scotland, who spearheaded the effort to make the school among in the first in the world to provide iPads to all of its students. Macworld VP & Editorial Director **Jason Snell** moderated a panel on the current state of the iOS app development market.

This was the second of two Macworld Mobile events IDG World Expo produced for GSMA for its two mobile expos; the first was at Mobile Asia Congress last November. (See IDG World Update, Dec. 13, 2010.)

*Macworld VP & Editorial Director **Jason Snell** (left) moderated a Macworld Mobile panel that featured (l-r): Fraser Spiers, head of Computing & IT, Cedars School of Excellence; Michael Simmons, CEO/Co-Founder, Flexibits; and Mike Lee, programmer and author.*

*Write to IDG World Expo Senior Manager, Conference and Programs **Kathy Moran** at kmoran@idgworldexpo.com.* WU

IDC's Middle East CIO Summit in Dubai delivers attendee-specified agenda

*VP/Regional Managing Director for IDC Middle East, Africa and Turkey **Jyoti Lalchandani** speaks to attendees.*

IDC Middle East, Africa and Turkey held its fourth annual invitation-only Middle East CIO Summit in Dubai, U.A.E., Feb. 20-21, drawing 130 CIOs from a list of 150 prospective attendees from across the Gulf region.

A hallmark of the Summit, which this year had the theme Winning Strategies of Empowered CIOs, is its careful attention to attendees. Their involvement starts with the creation of the agenda well before the event. Organizers conduct face-to-face and telephone meetings with the invited CIOs to make sure the topics the CIOs are most interested in are addressed.

Many potential attendees receive hand-delivered invitations. "This gives us an opportunity to speak to the CIOs, talk about their concerns and what they would like to hear about at the event, as well as get feedback about prior Summits they may have attended," said IDC MEA Associate VP/Conferences **Ronita Bhattacharjee**. "It also makes the invitation more personal while giving us much-needed face time with the CIOs."

IDC MEA also covers the costs of attendees' travel, visas and accommodations. "We only do this for the CIO Summit," Bhattacharjee said, "not for our roadshows or custom events. The CIO Summit is a niche event, and the costs are covered by the revenue we receive from its sponsors."

The packed agenda included half a day on Cloud Computing: Building the Business Case; roundtable sessions on virtualization optimization, complexity, IT business alignment, sourcing strategies and best practices from across the region. Seven IDC senior analysts from the U.S., Europe, South Africa and the Middle East gave presentations.

IDC MEA also had a team dedicated to seeing that representatives of the Summit's partner sponsors, which included IBM, Dell, Intel, EMC, Kaspersky Lab, APC by Schneider Electric, Microsoft and HP, had a chance to meet with reporters covering the event.

"We attracted all the top English and Arabic newspapers and TV channels and ensured that partners received one-on-one interviews," Bhattacharjee said. There was also a press conference just prior to the Summit.

New this year were personal onsite lunch meetings for select attendees and representatives from the seven gold-level sponsors. "This gave our sponsors some quality time with the CIOs and ensured positive ROI for their partnership," Bhattacharjee said.

Before the Summit, gold-level sponsors were sent a list of confirmed attendees and could choose which CIOs they would like to meet. "We then went to the CIOs with the requests," she said. "We scheduled meetings only with the CIOs who agreed." There were more than 80 lunch meetings over the two days, all generating positive feedback.

For details on the Middle East CIO Summit go www.idc-cema.com/events/ciouae2011 or write to IDC MEA Associate VP/Conferences Ronita Bhattacharjee at rbhattacharjee@idc.com. WU

What's your working group's or business unit's recent accomplishment? E-mail basic information to world_update@idg.com and the editors will follow up for more details.

one on one the interview

Pat McGovern
IDG's founder and chairman is this week's columnist. Reach him at patmcgovern@idg.com.

"Thanks to the talent, hard work, and dedication of IDG's team members worldwide in making high-quality products and services and providing excellent support to our customers, IDG had a very good first quarter in FY11. Revenue was 3% over plan and 6% over last year. Operating profit was 90% over plan and 65% over last year."

Q How did IDG's operating profit in Q1 of FY11 compare to plan and to the company's results one year ago?

A Thanks to the talent, hard work and dedication of IDG's team members worldwide in making high-quality products and services and providing excellent support to our customers, IDG had a very good first quarter in FY11.

Revenue was 3% over plan and 6% over last year. Operating profit was 90% over plan and 65% over last year.

Congratulations to the following companies on coming in ahead of plan in operating profit for the first quarter of FY11: IDC, Computerworld, InfoWorld, CXO Publishing, CIO Executive Council, PCWorld, Macworld, GamePro Media, IDG Connect, Connell Communications, IDG Research Services, IDG International Publishing Services, IDG Global Solutions U.S., IDG Strategic Marketing Services, IDG Denmark, IDG Germany, IDG Netherlands, IDG Norway, IDG Switzerland, IDG U.K., IDG India, IDG Japan and IDG Korea.

Q How important is reader revenue (as opposed to advertising revenue) to IDG's success going forward?

A Growing reader revenue is one of our prime business goals. We wish to increase our revenue from users of our technology information services from 35% of our total revenue today to 65% by 2020.

IDG Communications is moving toward this goal by raising subscription prices for its print publications, establishing paid-for premium sections on its websites and offering paid subscription services via mobile devices. It is also increasing the number of peer-to-peer executive councils by job function such as the CIO Executive Council. It is planning to increase the number of titles covered by creating ones for chief security officers, chief technical officers, chief financial officers, etc.

IDC, which obtains virtually all its current revenue from the sale of information services, is increasing its revenue from IT users by expanding its IDC Insights programs, which offer advice about acquiring and using IT in specific industries and by expanding its services to CEOs, CFOs and CIOs via new programs such as the Executive Technology Advantage Program, the Industry Technology Advantage Program and the Global Technology Advantage Program.

Because subscription-based revenue is stable with predictable profit margins, it has a higher corporate value than revenue that is strongly affected by economic change, rate of new product introductions, industry competition, etc.

Q What are the implications for IDG publications of the recently announced subscription programs offered by the mobile app stores?

A Our worldwide experience is that the most successful subscription model is one in which subscribers order their subscription on a "good till forbid" basis, namely, the subscription continues month after month until the subscriber requests termination of the subscription. The ideal billing style for this type of subscription is monthly by a credit card so the monthly charge is a relatively small number in a multi-page billing report from the credit card company. Experience has shown that in this type of model, over 95% of the subscribers continue their subscription after any 12-month period, while in a "subscriber must approve renewal" model, only two-thirds of the subscribers continue their subscription from one year to another. Some reasons for the latter performance are that people are billed for one year at a time rather than for a single month creating price resistance, and readers who intend to renew often misplace their renewal notices because they're traveling, etc. and their subscriptions are automatically terminated.

So the mobile application stores are a great opportunity for publishers when they allow for "good till forbid" subscriptions to information services that are billed each month. The initial subscription order can be a "push one button" process because the customer's credit card information is already stored in the app store records. Experience leads us to expect that "annual renewal rates" from such continuous services will jump from 65% to over 95%. This will allow information sellers to invest more in obtaining the initial subscription because the lifetime value of the subscription will be nearly 50% higher than on the annual renewal basis.

Q What do the investment activities of IDG's various venture groups tell you about trends that are developing in the IT industry?

A We found that the companies that are giving us the highest return on investment in our venture capital activities are ones that offer e-commerce solutions for fields in which the buying process previously required a greater investment in time by the buyer. These venture capital-backed companies allow efficient electronic shopping for products and services that previously required personal visits to stores or time-consuming mail order procedures. Some of the most successful invest-

continued on page 5

PC för Alla team fills pipeline with niche products

Facebook för Alla is just the latest in a series of titles produced by the creative team at PC för Alla, according to the publication's Editor-in-Chief **Fredrik Agrén**. "Unfortunately, not all live past their first issue, since we usually set quite high margin goals for our print products," he said. But that doesn't keep them from trying.

"A few years ago we were having a drink and I asked him what he would do if he ever quit his current job. His answer: 'I'd start a crossword puzzle magazine the moment I left. There is not a chance of failure given the average sales figures for the 15 magazines available in stores. It's a safe deal.'"

— Fredrik Agrén

*PC för Alla Senior Editor **Lina Otterdahl** has been with the company for 10 years. A crossword puzzle enthusiast, she also serves as the editor of Korsord för Alla.*

One of the more offbeat products the team launched last year was Sota Djur (Cuddly Animals), an inexpensive title short on editorial and long on photos of cute critters. "**Robert Brännström** [online manager at IDG Sweden] came up with the idea when he was looking for magazines with his two-year-old daughter. "Images are really, really cheap, so the editorial costs for this magazine were an all-time low, making it a very low-risk proposition," Agrén said. "The magazine sold really well on the newsstand, but because we had to keep the price low, we decided it wasn't profitable enough to warrant a second issue."

Another quirky title, Korsord för Alla (Crosswords for All) has fared much better. The title owes its life to a chance conversation Agrén had with a friend at Tidsam, the country's largest magazine distributor. "I meet regularly with Tisdam, and I especially like talking with their circulation analyst, a quiet guy who has a lot of answers about what works and what doesn't," Agrén said. "A few years ago we were having a drink and I asked him what he would do if he ever quit his current job. His answer: 'I'd start a crossword puzzle magazine the moment I left. There is not a chance of failure given the average sales figures for the 15 magazines available in stores. It's a safe deal.'"

IDG Sweden's Crosswords for All leveraged the company's relationship with the tech community to offer high-end prizes that gave it an immediate leg up on its competitors.

Agrén said he did some basic calculations, had a talk with **Lina Otterdahl** (senior editor at PC för Alla and a well-known crossword puzzle enthusiast) who agreed to serve as editor, and two months later, Korsord för Alla rolled off the presses. The first issue sold twice the average number of issues as its competitors, Agrén said, and the momentum continues.

Agrén said they were able to capitalize on their relationship with the tech community to offer great prizes such as computers, cell phones and audio systems, while competitors were handing out t-shirts and lottery tickets. "It took a while for competitors to copy us, but now that they have, we are looking for something new that will once again make us unique," he said.

The publication also attracts attention on the newsstand by featuring famous Swedes — singers, TV game show hosts, the Crown Princess of Sweden, etc. — on its cover.

Korsord för Alla sells for 37.50 SEK (US$5.90) and contains a mixture of crossword puzzles, Sudoku and a few other brain teasers, all of which are purchased from a third party. Average sales are 10,000 copies per issue and it appears six times a year. The back cover of each issue carries the lone ad — usually from a wine distributor, the lottery or a travel company, Agrén said.

For more information, contact Fredrik Agrén at fredrik.agren@idg.se.

Facebook för Alla

continued from page 1

ads, primarily from security software companies, and Agrén is hoping the business-oriented articles in the first issue will attract that demographic and convince more advertisers to sign on for the second issue.

When it launched in early December, Facebook för Alla faced no competition in the local market but now, "of course, our competitors awaken," Agrén said. First out is a product licensed from Future Publishing in the U.K. "We'll see if they are as successful as we've been, given that they're planning exactly the same cover articles and launching just a few months after us."

Facebook för Alla is unlikely to run out of readers anytime soon, given that almost half of Sweden's population of 9,000,000 have Facebook accounts, Agrén said.

Write to fredrik.agren@idg.se.

IDG Spain iPad app

continued from page 1

800 apps sold."

Rodriguez added that there have been more than 600 click-throughs on the app's embedded page and video ads, an average of 89 per day or 3.4 clicks per application. "This is very positive for our advertisers," he said.

In just over 140 pages, the iPad guide covers the key aspects that will help any user configure and use many of the currently available applications in an iPad. "It is the most complete and accurate reference on the operation and configuration of Apple's portable device in the local market," Rodriguez said, adding that the original print text had not been updated for the app.

In its first day for sale IDG Spain's app reached the No. 1 position among Top Apps by Revenue and Top Apps: Paid Software, in the App Store's Books category.

Among the bookmarkable sections, there are chapters on the first steps in configuring the Preferences settings and e-mail accounts; using the full potential of the Web browser; accessing photos and videos; reading e-books with Apple's iBooks; managing calendars, contacts and notes; plus extensive reviews of the major applications that make the iPad a portable business tool and the basic accessories that extend the standard features offered by the iPad. The app also contains exclusive advertising video clips and static ads with active links back to the advertisers' sites.

Rodriguez said IDG Spain decided to launch an iPad app of a previously published book rather than making one of its publications available on the iPad, "because this is a product 100% targeted to iPad users and lets them take full advantage of the product."

Two months in development, the app was created largely by outside developer Javier Nieto in conjunction with IDG Spain's mobile devices department.

Rodriguez said approval by Apple took another two months. "We've now learned how to accelerate the approval process," Rodriguez said, advising that app creators avoid the use of any Apple registered trademarks, know the App Store guidelines well and "avoid sending the apps for review close to the Christmas-New Year's holidays.

Despite IDG Spain's limited resources, Rodriguez said he and his team are already in the planning stages for their next app. It will solely target the iPhone/iPod Touch, which already has a large installed base in Spain. "We will use the same base code we used for the iPad Guide and will continue to maximize its advertising revenue," Rodriguez said.

Asked what developers should consider when creating an iPad book app, Rodriguez said, "Just one thing: Think of the reader, both in the content as well as the usability of the app. Avoid any unnecessary frills and keep it simple."

To purchase IDG Spain's iPad guide go to http://tinyurl.com/6jascl8. For more information contact Javier Rodriguez at javier@idg.es. WU

Rodriguez said IDG Spain decided to launch an iPad app of a previously published book rather than making one of its publications available on the iPad, "because this is a product 100% targeted to iPad users and lets them take full advantage of the product."

One on one

continued from page 3

ments in our venture capital activities involve setting up companies in Asia that are the equivalent of the Amazons, eBays, Googles, and specialized shopping sites for real estate, clothes, shoes and travel services.

Q How do you think history will remember the contributions of Digital Equipment Corp. founder Ken Olsen who died in February?

A I remember meeting Ken Olsen first in 1958 in the very early days of DEC. At the time, I was a student at MIT moonlighting as editor of a computer magazine. I was very impressed by his commitment to developing programmable electronic products that solved problems for specific industries. Over the years, I met him many times along with his brother Stan and his co-founder Harlan Anderson. He executed his vision very well and became the prominent supplier for computer-based solutions in areas such as medicine, printing and publishing, scientific and engineering instrumentation, etc.

He was a very caring person who took the initiative to found the original Computer History Museum in Boston, and he was a generous contributor to educational institutions which promoted science and technology. I served with him as a trustee at MIT for over 22 years. I remember him fondly and with great respect for his intelligence, entrepreneurial spirit and commitment to a decentralized management style.

In 1986, he encouraged me to start a publication called Digital News to support the users of DEC's computers. It was quite successful during its time, and it brought a long-term advantage to IDG because Digital News attracted **Pat Kenealy**, **Bob Carrigan**, **Don Kennedy** and others to join IDG and initiate their long and successful careers with us. WU

noteworthy people

Promotions

IDG Enterprise Online Account Services Specialist **Tara Shea** has been promoted to an Online Account Services team lead. "Tara will continue to manage campaigns, however, she is also available to answer technical and process questions for team members, work on larger projects and assist in rolling out lead generation/online marketing best practices within the department -- to name a few things," said Danielle Thorne, IDG Enterprise director of online account services. "Tara is a huge contributor to the department, and I am so happy to have her on board." *tshea@idgenterprise.com*

IDC Latin America Group Vice President **Raul Ceja** announced several changes in the region. **Natalia Vega**, formerly telecommunications research and consulting manager for IDC Latin America, has been promoted to country manager for **IDC Chile**. "For more than 16 years, Natalia has been a renowned analyst with an excellent reputation in the telecommunications market in Chile," Ceja said. "In the past few years she has added the role of business development and sales for IDC Chile as well as taking over the responsibility for our client Telefonica at the regional level. In all of these roles, Natalia has consistently overachieved her goals. I am confident Natalia's experience as an analyst and business person together with her inner drive to succeed and reach for high standards of work, will help us take our IDC Chile operation to even higher ground." *nvega@idc.com*

Vega

In a related move, **Federico Amprimo** will be focusing on an expanded regional role. Amprimo has been serving as country manager for South Cone (Argentina, Chile and Peru) since FY08 as well as director, Consulting and GMS Programs for IDC Latin America since last year. As of March 1, he will focus exclusively on this regional role, aiming to reach consulting and GMS goals across the region and developing new products and services. He will also oversee the analyst group in Peru. *famprimo@idc.com*

Amprimo

Also effective March 1, Ceja will serve as acting country manager for **IDC Argentina** in addition to continuing his group VP role.

New employees

Stephanie Lee joins **IDG TechNet**'s San Francisco office as an ad operations campaign manager. She was previously a media operations coordinator with Sugar Publishing. A graduate of San Jose (Calif.) State University, she holds a B.A. in radio, TV and film. In her free time she enjoys the beach, yoga and healthy living. *stephanie_lee@idgtechnet.com*

Briony Thompson joins **IDG Global Solutions EMEA** in the U.K. as events director. She has worked in events for nine years, most recently with Incisive Media where she was accountable for a range of event types (conferences, awards, breakfast briefings, round tables, summits and hospitality) across three sectors (insurance, mortgage and accountancy finance) with annual revenues in excess of $9.5M. A graduate of the U.K.'s University of East Anglia in Norwich, she holds a B.A. in American and English literature. She spends her free time planning for her wedding in July. *briony_thompson@idg.com*

Thompson

IDC Framingham has hired **David McNally** as IT executive advisor for its IT Executive Programs, which advises clients on driving business strategy through IT. He will also collaborate with the CIO Executive Council. Previously CIO of Royal Ahold and before that U.S. Foodservice, he holds a B.A. in speech from Penn State University and an MBA in information technology from Drexel University in Philadelphia. A music lover and audiophile, he also enjoys sailing and golf. *dmcnally@idc.com*

PETER SHORT
McNally

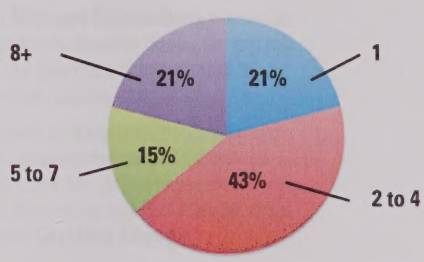
Michael Gormley is **IDG Enterprise**'s new marketing manager. Previously a direct marketing specialist with MathWorks, he earned a B.A. in marketing from the University of Massachusetts/Amherst. He enjoys golf, guitar and photography. *mgormley@idgenterprise.com*

Calling all Noteworthy entries

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com. For promotions, excerpts can be made from internal announcements.

Question of the Week results for Feb. 28

How many browser tabs do you have open right now?



Log on to www.idgcentral.com to vote on this week's question: **What's your ideal desk-to-door orientation?**

Caption Contest deadline is March 9

Feeling creative? Come up with a caption for the cartoon at right that's teased on the home page of www.idgcentral.com. Click on the link and add your caption to the array that's already in the Comments section. One lucky contributor will receive an IDG T-shirt in a random drawing to be held March 9.

Fast fact

IBM is celebrating its 100th anniversary this year. It was founded in 1896 as the Tabulating Machine Company by Herman Hollerith but was incorporated as Computing Tabulating Recording Corporation (CTR) on June 16, 1911, after a merger of the Computer Scale Company of America and the International Time Recording Company with the Tabulating Machine Company. CTR became International Business Machines (IBM) in 1924 when Thomas J. Watson took control of it.

— Source: http://hightechhistory.com

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Jose Luis Palacios *IDG Spain*

14

Carl Olofson *IDC*

13

Mikael Riknäs *IDG News Service*
Krzysztof Ceglinski *IDG Poland*
Ian Sharp *IDG Australia*

12

Jonathan Seff *Mac Publishing*
Tracy Yee Vaught *PCWorld*
David Tapper *IDC*
Melanie Posey *IDC*
Wayne Hetherington *IDC*

11

Jon Röhne *IDG Sweden*
Timothy Grieser *IDC*

10

Alexis Barrera *PCWorld*
David Lake *PCWorld*
Birgitte Henriksen *IDG Denmark*
Zachary Sullivan *IDG Enterprise*
William Stofega *IDC*

9

Marie Söderqvist *IDG Sweden*

8

Elizabeth Lindquist *IDC*

7

Albert Sacco *CXO Media*
Mary Dean *IUDC*
Coby Smith *IDC*

6

Katja Staffetius *IDG Germany*
Rachel Hunt *IDC U.K.*
Paola Soriano *IDC Peru*
Alan Tsao *IDC Taiwan*
Amy Catalogna *IDC*
Robert Tons *IDC*

5

Pontus Jeppsson *IDG Sweden*
Leslie Baldi *IDG*
Mark Nederpelt *IDG Netherlands*

4

Nicholas Massin *IT World Canada*
Douglas Hayward *IDC U.K.*
Elzbieta Jakubowska *IDG Poland*
Atsushi Arai *IDC Japan*
Nancy Gohring *IDG News Service*
Tim Dillon *IDC Australia*
Michael Guo *IDC China*
Noemi Greyzdorf *IDC*
Aimee Bartlett *IDC*
Melissa Henderson *IDC*
Stephen Conway *IDC*

3

Arnab Tagore *IT World Canada*
Trevor LaFleche *IDC U.K.*
Monika Szczurowska *IDG Poland*
Mary Kittredge *IDG Enterprise*
Elizabeth Jolles *IDC*
Joseph Ferrantino *IDC*

2

Karen Schweikert-Bauer *IDG Germany*
Bruno de Andrade *IDC Brazil*
Meghan Shepp *IDG Enterprise*

1

Anders Christensen *IDG Denmark*
Michael Olsen *IDG Denmark*
Nicolas Larsson *IDG Sweden*
Magdalena Goralczyk *IDG Poland*
Quyen Truong *IDC Vietnam*
Patrick Galluzzo *IDC*

Business units may send anniversary information to world_update@idg.com.

Check your profile on IDG Central

Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices.

You can change the password you currently have for IDG Central, add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

IDG Enterprise presents President's, Summit awards to employees

SUSAN MURRAY PHOTOS

*Online Production Group Executive Producer **Matt Goebel** and Marketing and PR Manager **Lynn Holmlund** show their President's Awards alongside IDG Enterprise President and CEO **Michael Friedenberg**. Not pictured: Senior Event Planner **Caroline Keough**, also a President's Award winner.*

IDG Enterprise President and CEO **Michael Friedenberg** presented monthly and annual employee recognition awards during the group's company meeting last month. All the honorees demonstrated teamwork, exemplary service, collaboration, quality and results.

The annual President's Award is given to three individuals who are nominated by their peers and then selected by the IDG Enterprise Executive Committee. The 2010 winners are Online Production Group Executive Producer **Matt Goebel**, Marketing and PR Manager **Lynn Holmlund** and Senior Event Planner **Caroline Keough**.

The monthly Summit Awards are given to two individuals who are nominated by their managers and selected by the IDG Enterprise Executive Committee. The January and February winners are Editorial Research Manager **Mari Keefe**, Online Production Group Architect **Chris Lin**, Production Manager **Kim Pennett** and Custom Solutions Group Senior Director/Program Development **Karen Wilde**.

*Write to SVP/Human Resources **Patty Chisholm** at pchisholm@idgenterprise.com.* WU

*Summit Award winners and managers (l-r): VP Manufacturing **Chris Cuoco**, Production Manager **Kim Pennett** (honoree), Editorial Research Manager **Mari Keefe** (honoree), Online Managing Editor **Sharon Machlis** and IDG Enterprise President and CEO **Michael Friedenberg**. Not pictured: Online Production Group Architect **Chris Lin** and Custom Solutions Group Senior Director/Program Development **Karen Wilde** (honorees).*

celebrating 10!

Name
Arantxa Herranz

Home
Madrid, Spain

Joined IDG
October 1998 as a journalist at Dealer World.

Career path
From January 2000 to June 2006, managing editor at Dealer World. Since June 2006, editor-in-chief of PC World.

Current title
As editor-in-chief of PC World I make article selection decisions, perform the final editing of all accepted articles and request final approval from authors (if needed), prepare the final articles for layout and review the page proofs of the layout; set and enforce deadlines; maintain contact with authors about the status of their submissions, select, appoint and dismiss Editorial Board members and other volunteers who participate regularly (column writers, etc.); assist other staff members as needed.

Three things I do in a day's work
Check e-mail, social networks and websites.

Most challenging part of your job
The most challenging part of my work is to achieve a perfect coordination between our journalists and typesetters. When done well, our workflow is efficient and the working environment pleasant.

Best part of your job
I am constantly learning new things thanks to our incredible staff.

Memorable work moment?
The 20th anniversary of IDG Spain in 2001. It was a great party! This year, IDG Spain celebrates its 30th anniversary.

Best compliment you've ever received on your work?
Being promoted to editor-in-chief of PC World.

View from my work space
Colleagues and a big window to the right. I can see the Italian Embassy; it's beautiful!

Family
My husband Alberto and I have a son, Miguel, who is 8 months old.

Of what accomplishment at work are you most proud?
Being the first journalist anywhere to know that the British wholesaler WestCoast bought Actebis in 2003. I sent an e-mail to WestCoast's CEO and he confirmed that WestCoast had bought Actebis. Dealer World was the first publication to publish that breaking news.

*PC World Spain's **Arantxa Herranz** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring her decade of service to the company.*

What talent do you wish you had?
I can't pick just one.

Fantasy job
Architect

Luxury item you can't live without
The Internet

Manager's profile
"Arantxa is a creative and talented person who helps us to produce high-quality products and to support a good work environment. In addition, her deep knowledge of social networks allows us be closer to the clients' needs and to provide readers all the information they need in PC World. Over the years, she has proven to be an excellent professional, who is committed to her job, the readers, her colleagues and the future of IDG Communications."

— Juan Ramón Melara Miguel, publishing director, IDG Communications Spain

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central presents a quick snapshot of what's happening at IDG business units around the world.

IDGers at last month's Mobile World Congress in Barcelona.

All employees are encouraged to send photos depicting a small slice of life at the office, or an image from an event, a staff meeting or an offsite event. Send the photo with a short description, including the names and titles of any people in the photo, to idgcentral@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Fredrik Agrén *IDG Sweden*
Deepa Ahuja *IDC MEA*
Arancha Asenjo *IDG Spain*
Ronita Bhattacharjee *IDC MEA*
Pat McGovern *IDG*
Kathy Moran *IDG World Expo*
Linsy Reese *IDG World Expo*
Javier Rodriguez *IDG Spain*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

14 MARCH 2011
VOLUME 41, NUMBER 10

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

HP program packs a punch as IDG's largest deal on record

Five-country program leverages CIO brand, CIO Executive Council

IDG Strategic Marketing Services has collaborated with IDG Enterprise's Custom Solutions Group, IDG Global Solutions and IDG Connect on a global program in partnership with HP that has resulted in more than $6 million in revenue to IDG. This program, which leverages the CIO brand in five countries and the CIO Executive Council, is the largest single program that IDG has ever sold, according to **Charles Lee**, senior vice president, IDG Strategic Programs & Custom Solutions Group, who is the program's global architect.

IDG WORLD UPDATE

*Among the key Framingham, Mass.,-based contributors to the HP program (l-r): IDG SMS Senior Director of Program Management **Morris Barrett**; **Charles Lee**, senior vice president, IDG Strategic Programs & Custom Solutions Group; IDG SMS Sales Operations Manager **Cheryl Giangregorio**; IDG SMS Program Developer **Colin Browning**; IDG SMS Director/Market Intelligence **Bridget Cammarata**; Enterprise Community Forum U.S. Community Manager **John Dodge**.*

The program is comprised of two components: a pervasive global media campaign and an innovative CIO peer exchange and community thought-leadership forum. Both embody HP's new Instant-On campaign in distinct and complementary ways.

The first phase began in early November to introduce HP's Instant-On online advertising campaign. Running exclusively with IDG — and not in any other IT, business or other media category — in the U.S., U.K., Germany, Japan and China, the program is designed to pre-condition the CIO audience to HP's Instant-On messaging for the second phase of the program: the Enterprise CIO Forum (ECF). The ECF, launched Feb. 22, is a global peer information sharing program that combines custom published content with HP's thought leadership and social media networking that is positioned as a 'go-to' resource for IT executives who drive transformation at business and government enterprises. The ECF and sustained media campaigns will run through October 2011.

"The ECF is largely defined by the messaging and solution pillars of the HP's Instant-On campaign themes," Lee said. These themes are Application Modernization, Converged Infrastructure, Information Optimization, Enterprise Security and IT Delivery.

The ECF debuted last month in four language editions: English (targeted to the U.S. and U.K. markets), German, Chinese and Japanese, each with dedicated local market community managers. CIOs in the U.K. are being directed to the English-language site from IDG

continued on page 5

Inside this issue

PC-Welt uses QR code for Microsoft ad campaign *page 2*

IDG ASEAN organizes Banking and Microfinance event in Cambodia *page 2*

IDG Sweden's Smartare Mobil helps readers use their smart phones *page 2*

One on one: IDG Sweden's Lars Dahmen *page 3*

PCWorld | Macworld look in-house for youth perspective *page 4*

Employees gain deeper understanding of IDG at MMI *page 6*

Celebrating 10: IDG Switzerland's Gaby Salvisberg *page 8*

Ireland partner looks to enhance online, mobile offerings

IDG once again has a publishing partner in Ireland, now that a license agreement has been finalized between IDG and Mediateam, publisher of four tech-related brands. Mediateam Joint Managing Director **Frank Quinn** previously held a license with IDG for 10 years before venturing in a new direction in 2004.

"During IDG's European Manager's Meeting in Dublin last summer, **Pat [McGovern]** graciously invited us to dinner, where his charm prevailed," Quinn said. "A deal was done with [IDG International Publishing Services President & CEO] **David Hill** over a pint of Guinness, and we're back in the fold. We hope to draw on IDG's online resources increasingly in the future as we develop our web and mobile offerings."

Quinn

ComputerScope (for CIOs and IT managers) and Irish Computer (a channel title), published for 26 and 31 years, respectively, are market leaders in their segments. Controlled circulation for both totals 8,000, of which 5,000 are ComputerScope copies for end users, and 3,000 are co-bundled and circulated to the channel. Smart Company, a small-business title, is being repositioned as a general business title covering more than technology alone. It is also being revamped for tablet delivery. PC Live!, the consumer title, is under

continued on page 4

in brief newsworthy

PC-Welt uses QR code for Microsoft cross media ad campaign

Readers who used their mobile phone to take a photo of the QR code in PC-Welt magazine were brought to a landing page on the PC-Welt mobile site for contest details.

PC-Welt began the new year with its first QR code ad cross-media campaign with Microsoft that involved print, online and mobile.

To promote Windows 7, Microsoft devised a contest, publicized through a variety of media brands, inviting developers to create their own desktop applications for the new OS. Microsoft will evaluate the submissions after the March 15 deadline and award a variety of high-end prizes, including a week in Las Vegas for the developers' conference MIX 2011, $300 in gambling chips and a helicopter ride over the Grand Canyon.

Beginning in January for a two-month period, PCWelt.de began running an expandable online ad unit that opened to a new landing page on PCwelt.de with directions for the contest. In the March issue of PC-Welt, which hit the newsstands Feb. 4, a print ad for the contest contained a QR code. Readers who took a photo using their mobile phone were directed to a similar landing page on pcwelt.de/mobile with the contest details. Mobile users could also get to the contest landing page by clicking on the ad from PCwelt.de's mobile site.

As of March 9, total traffic for the developer competition ad campaign has exceeded 12,200 visits. "The results have been very satisfying both for us and for Microsoft," said IDG Magazine Media Publisher **Canio Martino**. "Now we can use this campaign as a model to show other customers — both core market and non-IT clients — how a QR campaign can be created."

Key people involved in the project were **Markus Pilzweger**, senior manager, specials; **Lutz Hädrich**, account director, magazine sales; **Rainer Bachmaier**, senior manager, design and interactive; **Petra Seeser**, director, PC-Welt online sales; and **Hans-Christian Dirscherl**, editor PCWelt.

*Write to Executive Assistant **Kerstin Kammann** at kkammann@idgmagazine.de.* WU

IDG ASEAN organizes Banking and Microfinance event in Cambodia

The IDG team is all smiles after the conclusion of the banking event.

IDG ASEAN, in partnership with the National Information Communications Technology Development Authority of Cambodia, held the third annual Banking and Microfinance Cambodia conference and expo Feb. 24-25 in Phnom Penh.

More than 500 conference attendees and another 200 exhibition visitors came to the event, which addressed multifaceted issues related to developing banking infrastructure, trends and prospects for retail banking and the future of Cambodian microfinance. Fifteen local and international banking experts and senior executives spoke at the conference, while 20 vendors, including Oracle, Wincor Nixdorf and Securemetrix, showcased advanced IT solutions and technologies.

"All our vendors were very satisfied with the expo and the additional business contacts they were able to develop," said **Ouk Chipphal**, business development manager, Cambodian branch, IDG ASEAN.

*Write to IDG Vietnam and Indochina PR and Communications Manager **Pham Ngoc Tram Anh** at anh_pham@idg.com.vn.* WU

IDG Sweden's Smartare Mobil helps readers use their smart phones

Swedish smart phone users who want to be smarter about their devices can rely on IDG Sweden's new Smartare Mobil. The bimonthly publication and its companion website offer reviews of smart phones, their applications and tips on how to better use the phones.

"In recent years smart phones have taken off, and they've been dominating the market for the last six months. In the next year they will take over the market completely" predicted **Daniel Binett**, IDG Sweden sales manager for M3 and PC för Alla, which are collaborating on Smartare Mobil. "Our usual readers are those who quickly embrace new technologies, but we have identified a larger, broader target group of consumers who do not buy a magazine to tell them which smart phone to buy. They have already bought a smart phone but need help and guidance in how to use their new device and are less interested in the technical aspects behind it."

Smartare Mobil is sold on both newsstands and via subscription. The cover price is 69 Swedish Krona (US$11). IDG Sweden printed 25,000 copies of the 84-page first issue and sold 7,000 at newsstands, "exactly on target," Binett said. "We also signed 3,000 subscribers with that first issue, which was 50% above the target we'd set." The first issue also offered readers a 50% discount on smart phone accessories at the online gadget shop MrGizmo (www.mrgizmo.se).

The first issue had eight advertisers, all smart phone retailers and operators. Binett said Smartare Mobil has no direct competition in the local market. "Our competitors are covering the more traditional smart phone hardware arena."

For more information go to http://smartaremobil.idg.se or contact Daniel Binett at daniel.binett@idg.se. WU

one on one the interview

Lars Dahmén
The CEO and publisher at IDG Sweden is this week's columnist. Reach him at lars.dahmen@idg.se.

IDG Sweden at-a-glance

Established 1985 (IDG previously signed a joint venture agreement with former CEO Bengt Marnfeldt's company in 1983.)

Location Stockholm

Web www.idg.se

Employees 200

Publication brands
Allt om iPhone
Biotech Sweden
CAP&Design
CFOworld
CIO Sweden
Computer Sweden
Digitala Hemmet
Fotosidan Magasin
Internetworld
IT.Branschen/IT24 (channel)
Korsord för Alla (crossword)
Level
M3
MacWorld
MiljöAktuellt (environment)
Obiz (public sector)
PC för Alla
Proffsfoto
Smartare Mobil
Studio (music and computers)
TechWorld
Upphandling24 (procurement)
Världens Vetenskap

Other products
Events, recruitment, research, newsletters and direct marketing

Q How is the Swedish economy doing, and how is IDG Sweden faring?

A The overall Swedish economy has recovered very well after the recession and is one of the fastest-growing economies in Europe. The IT market is also doing fine, and IDG Sweden can see this from the strong recruitment business. IDG Sweden has had a good start this year, and we forecast to be over plan in both revenues and profit for the full year. Thus far, we are surprised by the strong print figures and the somewhat slow online business.

Q Are you seeing an uptick in demand for mobile advertising opportunities?

A We're seeing a nice increase in mobile ad sales now. Five months into FY11, sales are already more than four times higher than in FY10 (FY11 sales so far around 150,000 euros — US$207,225). About 20% of the revenue goes into iPad apps. We also see a shift in how we communicate with the market on this. A year ago, we had to educate advertisers about mobile advertising; many of them were curious, but they didn't know much about it. Today they come to us and ask about our mobile products. Almost all of the ad revenue in mobile today is standard CPM banner sales.

Q What's happening with your event business?

A Events focusing on special target groups are doing really well; we are running a number of these for CAP&Design, Studio, UH24, etc. The biggest success is Webbdagarna ("the Web Days") that will take place in Stockholm March 30-31, with 800 people attending, 33 sponsors and a total revenue of 500,000 euros ($690,850).

For the more traditional IT target group we are launching two new formats this year: Business Point is an invitation-only event that gathers top decision makers for a day of networking, inspiration, knowledge sharing and case presentations. The events are industry- or profession-focused and highlight strategic best practice cases. Unique to Business Point is that a larger target group of top decision makers are identified and surveyed over the phone about trends, their upcoming investments and strategy. This information is used to create the agenda and also part of what the sponsors are buying into.

The value of Business Point to sponsors is that we put the top decision makers together and during the day the sponsors have several interaction points with them in the form of pre-booked one-on-one meetings, group discussions and presentations. So the statement they are buying into is that "We have your new clients, do you want to meet them?" Business Point events are run by a specialized event team of project managers, researchers and coordinators. We plan to run just over 20 events in this format during 2011.

Reality Check is the other new format; here we organize an in-depth agenda on a hot topic. We do not rely on sponsors and charge each participant 300 to 550 euros (US$420 to $765) for one full day. So far we've run three events with 100 to 150 participants. The most popular topics during 2010 were mobile apps and tablet PCs. We plan another six events during 2011 with hot topics like screens, social commerce and enterprise content management.

Q IDG Sweden was one of the first countries to launch CFOworld. How is it going?

A We launched the Swedish CFOworld more than a year ago, and it has been successful. For the launch we created a database with every CFO and key financial person in the country. Today we have 21,000 names in the database.

The editorial model is quite different from the traditional IDG brand. CFOworld has over 20 experts within different fields writing for CFOworld, they are not journalists but experts in their areas, and this guarantees in-depth quality to the readers. CFOworld Sweden is not a traditional financial site; it's much more focused and a true tool for the busy CFO of today. Our publisher/editor-in-chief is **Dennis Lodin**, the former CFO of IDG Sweden.

When we started this was an online-only product with the database the site, newsletters and leads. But CFOs are not truly web centric, and CFOworld boomed as the first issue of the print magazine was released in December. The second issue comes out this month, distributed to the top 12,000 CFOs in the database. For FY11 the forecast for CFOworld is around 400,000 euros ($552,680).

Q Does IDG Sweden have a tablet strategy, and if so, what is it?

A Our strategy right now is to try out different approaches and see how the market responds. We have three projects running simultaneously. All projects aim at generating a combination of ad and reader revenue.

1. Interactive magazines. These are digital magazines that fully take advantage of the specific characteristics of the iPad and similar tablets, with rich functionality and a high level of interactivity. We've launched two

continued on page 7

What's working

PCWorld | Macworld look in-house for youth perspective

Ah, youth… What do they want? Earlier this year, PCWorld|Macworld invited employees age 35 and under to participate in an in-house focus group to better understand what kind of content and presentation would make PCWorld.com appeal to a younger audience.

"The idea arose from a series of editorial discussions," said PCW VP/Editorial Director **Steve Fox**. "People often form relationships with media at a young age, including people to whom tech matters. This effort was in recognition of the fact that we also need to appeal to the tech-savvy young people entering the workforce and people who have grown up with technology."

IDG WORLD UPDATE

*(L-R): **Ellen Cobb**, PCWorld | Macworld Human Resources representative, facilitated the focus group. Among the participants were **Tim Moynihan**, PCW senior editor; **Nate Ralph**, PCW staff editor; **Stephanie Kent**, MW editorial intern; **Albert Filice**, PCW editorial intern; **Serenity Caldwell**, MW staff editor.*

Fox said that while PCW.com is a professional site, "we want to be the go-to tech site for people of every age. Different age groups relate to media differently." He added that both syndicated research as well as PCW's own internal research indicated that PCWorld.com's online audience "may skew a bit older than some sites. We already have plenty of younger readers in the demographic mix, but in order to assure continued growth in unique users, we need to actively cultivate the under-35 crowd and make sure we appeal to their sensibilities." He said that although the focus of the meeting was on online, "some of the innovation we come up with ultimately will find their way into print as well."

PCW | MW HR Representative **Ellen Cobb**, who facilitated the 90-minute meeting, said there are roughly 50 PCW | MW employees under the age of 35 and that about half of them attended the focus group.

"We wanted to find out more about what sorts of websites they visit regularly and why, as well as how they interact with those sites, so the questions were geared toward gaining a better understanding of those areas," she said.

"We weren't expecting to come away from this discussion with 'The Answer,'" Fox said. "This was more to kick off a conversation and to help us set the parameters for additional questions and examinations. We were primarily looking for feedback from a group of people who are uniquely suited to offer it. It was a great discussion and generated a boatload of intriguing ideas and suggestions."

For more information contact Ellen Cobb at ecobb@pcworld.com.

WU

Ireland

continued from page 1

review as a series of "How-to" special issues.

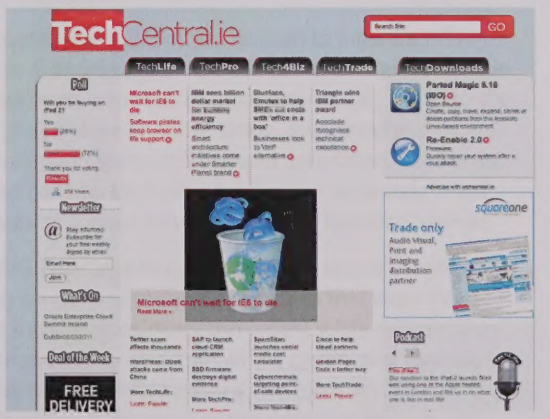
Mediateam also runs the high-profile ICT Excellence Awards program.

The print brands are represented online via TechCentral.ie, a portal site that delivers tech news and analysis for the consumer, enterprise and trade audiences. Each tab on the site — TechLife, TechPro, Tech4Biz and TechTrade — is co-branded with its print partner.

Traffic averages about 20,000 unique visitors a month. TechCentral.ie delivers a weekly e-mail newsletter, along with periodic news alerts, to an opt-in database of 10,500 names.

Quinn said he expects most of the content he'll use from IDG sources to be enterprise-related. As plans develop for the PC Live! series of special publications, PCWorld content will likely be tapped.

Quinn's company, previously called ComputerScope,



TechCentral.ie is a portal site that delivers tech news and analysis for the consumer, enterprise and trade audiences.

is a more diversified business since it was last affiliated with IDG. Mediateam has a staff of 20 and also publishes magazines and sites related to gardening and the convenience store sector and runs a variety of consumer and special-interest events.

Write to frank.quinn@mediateam.ie.

WU

Enterprise CIO Forum sites

English
www.enterprisecioforum.com/en
German
www.enterprisecioforum.de
Japanese
www.enterprisecioforum.jp
Chinese
www.enterprisecioforum.com/cn

ECF results

"In the first three weeks, results for the Enterprise CIO Forum are strong; we have surpassed all our launch goals," said **Charles Lee**, senior vice president, IDG Strategic Programs & Custom Solutions Group For example:

The ECF has generated over 16,000 site visits and 65,000 page views resulting in average session durations of nearly three minutes and more than four average page views per visit.

Search engine traffic comprises over 20% of the site's traffic.

More than 500 community members have signed on.

More contributors

Other key players involved in the Enterprise Community Forum not pictured or mentioned in this article are: IGS VP/U.S./Asia-Pacific **Michael Mullaney**; IGS Strategic Marketing & Sales Services Director **Martin Meyer-Gossner**; IDG Enterprise Managing Editor **Bill Laberis**; CIO Executive Council Managing Editor **Rick Pastore**; CIO Executive Council SVP/General Manager **Pam Stenson**; IDG SMS Account Coordinator **Eliza Chue**; Other players contributing to the HP program are: **Bob Johnson**, IDG Connect; **Terri Sanford-Cook**, **Vanessa Boris** and **Chris Bresnahan**, IDGE CSG/Multimedia; **Andrew Sambrook** and **Amy Bonner**, IDG Connect/List Services.

HP

continued from page 1

U.K. enterprise brands.

"There are only a handful of very active CIO communities on the Web, and while the CIO's LinkedIn Forum is one of the largest — 40,000 members — its scope and community is broad," Lee said. "ECF differentiates itself through a laser-like focus on enterprise transformation, leadership from distinguished CIOs, access to exclusive tool and resources, and unparalleled social media connections among the CIOs — and focus on the world's largest enterprise companies."

One of ECF's most unique aspects is the ECF Council, a group of global CIOs and IT executives from eight major companies who will lead and shape the ECF agenda, steer development of community resources and provide thought-leadership to their peers. Most are members of the CIO Executive Council, the global peer advisory group formed by CIO magazine in 2001. IDG Enterprise SVP/Chief Content Officer **John Gallant** also serves on the Council.

Each local ECF is guided by a community manager whose role is to create and highlight content as well as facilitate discussions. Those roles are held by John Dodge, (English-language site); Cui Qiang (Chinese); Tatsuki Miura (Japanese); and Dr. Dietmar Müller, German). Joao Felizardo is contributing to outreach for the U.K. audience.

HP's primary goal for the program is to increase awareness, thought leadership, share of conversation and demand for its Enterprise Business products within large global enterprise accounts.

Content includes special CIO-focused research studies and briefs; independent industry analyst commentaries, video interviews with CIO peers, interactive benchmark tools, guest bloggers, white papers, ECF staff- and user-generated blog posts, content curated from within and outside the ECF and outlook/trending briefs. At launch, about 75% of the content derived from IDG's U.S. brands, which local managers could translate and adapt. Going forward, they can continue to use some U.S. material while developing as much local content as possible.

The site's five core categories each have tabbed sections with research, best practices, opinions, and tools and research. The site is open to the public for viewing basic text-based content, but in order to engage with the community or see premium content (i.e., view videos, comment, use polling, rate, share, etc.) a user needs to simply supply name, company name, title and e-mail address. Members receive weekly newsletters with links to new content on the ECF. Expected membership is projected at more than 6,000 CIO/IT executive members.

ECF has a global social media presence and social Web integration within the key networks and communities where CIOs convene, among them subgroups on LinkedIn, Twitter and Facebook. Content will also be threaded in select social network groups such as the CIO LinkedIn Forum, through influential independent blogger networks and through targeted IDG Amplify social media advertising campaigns. IDG's Social Scout services will power the intelligence and ongoing optimization efforts of the social media efforts throughout the course of the program. CIO and Computerworld online brands in the five countries and print advertorials in local CIO magazines will also promote the ECF.

IDG WORLD UPDATE

*San Francisco-based contributors to the HP program include (l-r): IDG SMS Director/Business Development **Melinda Reilly**; IGS Program Delivery Manager **Matika Angkatavanich** and IDG SMS Social Media Analyst **Ashley Wilson**.*

Program metrics that will be used to measure HP's return-on-investment include ECF community membership levels, community engagements (i.e., traffic to the ECF site) share of conversation, awareness and consideration increases, and demand generation. Awareness and consideration will be measured separately in two research surveys conducted by IDG Research Services.

"IDG Enterprise has a proven track record of executing on community-based programs that allow peers to share their opinions and insight while delivering on the marketing objectives of the community sponsor." said **Michael Friedenberg**, president and CEO, IDG Enterprise. "The value of the discussion threads and user generated content creates a powerful brand affinity, which is a program benefit that competitors cannot match. This value proposition of driving impressions and deepening engagement through community development is why many vendors trust IDG Enterprise as their key partner to meet their marketing initiatives."

Write to charles_lee@idg.com. WU

noteworthy people

New employees

Suslak

Brooke Suslak is **IDG Enterprise**'s new lead-generation program manager, coming from Eco Color Co. where she was a marketing communications specialist. A Certified Inbound Marketing Professional, she holds a B.S. in business management with a concentration in marketing. In her free time she enjoys "anything fitness-related, trying new recipes, volunteering at Camp Sunshine and spending time with family and friends." *bsuslak@idgenterprise.com*

New at **IDC California** is Associate Product Marketing Specialist **Viennelyn Copero**. Previously a product marketing intern with Immersion Corp., she holds a B.A. in marketing from San Jose (Calif.) State University and enjoys travel, culture and self-development. *vcopero@idc.com*

Geoffrey Kula is the managing editor of **IDG Enterprise**'s Custom Solutions group. He was previously a senior copywriter with Hewlett-Packard where he created microsites, white papers and ran the firm's social media program. A graduate of Boston University, he holds a B.S. in journalism. In his free time he volunteers at the Greater Boston Food Bank, enjoys outdoor activities and crossword puzzles. "After being laid off from HP in June 2010 along with 8,999 other employees," he said, "I fulfilled a six-year dormant goal of riding my motorcycle from Alaska to Boston through Canada, visiting every province along the way. Having completed this trip, I've now been to all 50 states and am working on a book about the experience." *gkula@idgenterprise.com*

Louise Pearson joins **IDG Global Solutions EMEA** as a program delivery assistant, coming from Jobs@Pertemps where she was an account coordinator. She holds her General Certificate of Secondary Education and enjoys swimming, reading and going to the gym. She recently returned to London after living in Manchester for nine months, "something I am proud of because I learned to stand on my own two feet." *louise_pearson@idg.com*

Fischer

IDG Germany has hired **Rebecca Fischer** as an intern; she most recently worked in public relations for Haberlein & Mauerer. She holds an M.A. in American cultural and literary studies with minors in public media law and Spanish linguistics from Georg-August University in Goettingen. Away from the office she enjoys choral singing, dancing and running. *rfischer@cfoworld.de*

All business units are invited to send information about newly-hired and promoted employees for this column to world_update@idg.com.

Employees gain deeper understanding of IDG at MMI

*(Front row, l-r): **Eileen Smith**, benefits analyst, IDG; **Debra Bulkeley**, senior editor, IDG Enterprise; **Amy Greenleaf**, senior project operations manager, IDG Enterprise; **Ann Harris**, VP, event sponsorship sales, IDG Enterprise; **Lisa Golden**, client services manager, IDG List Services; **Deb Rosenthal**, engagement manager, Go-to-Market Services, IDC; **Amy Bonner**, sales manager, IDG List Services; **Michelle Blondin**, senior marketing specialist, IDC; **Kathy Sullaway**, sales manager, IDG Enterprise. (Back row, l-r): **Jacky Lee**, product manager, PCWorld | Macworld; **DW Malouf**, audience development, PCWorld | Macworld; **Austin Matthews**, senior web systems administrator, IDG Enterprise; **Jason Cross**, senior editor, PCWorld | Macworld; **Tim Greene**, senior editor, IDG Enterprise; **Don Botts**, senior developer and networking manager, IDG International Publishing Services; **Jen LeMay**, director of accounting, IDG World Expo; **Colin Browning**, program developer, IDG Global Solutions.*

It's one of IDG's oldest internal training programs, but invariably, participants at the IDG Media Management Institute learn something new. Most recently held Feb. 8-10 at the Babson Executive Conference Center in Wellesley, Mass., the MMI enabled 18 employees from eight business units to gain a better understanding of the many functional areas within IDG businesses and the company's strategic direction. Participants are nominated by their managers.

The program featured sessions with 18 IDG managers who talked about their areas of expertise, including social media, mobile, finance/forecasting, strategic communications and PR, editorial, research, online advertising and account services, business unit management, events and overviews of the IDG TechNetwork, IDC and IDG Connect. IDG Communications CEO **Bob Carrigan** held a lunchtime Q&A session with the group.

With social media a hot topic throughout IDG, IDG Training & Development Director **Laurie Butson** incorporated several elements within the MMI structure itself. The MMI created its own private group on IDG Central, where attendees could see each other's profiles, post comments, presentations and photos and continue to use the group page for future communication among themselves.

Participants also had a chance to try live blogging during the presentations on the first MMI blog on IDG Central. "We're really excited about the new elements we added to the program," said Butson, who coordinated and hosted the event along with Corporate Services Group HR Manager **Sara Scogland** and Training and Development Coordinator **Jennifer Spencer**.

As at previous MMIs, participants worked on a case study that reflected a real-life scenario faced by IDG business units. The topic: analyze a collection of brands and make a plan to diversify or expand revenue streams. They presented their business plan to a board consisting of PCWorld | Macworld President & CEO **Mike Kisseberth**, IDG Communications SVP/Human Resources **Piper Sheer** and IDG Enterprise CFO **Matt Smith**. WU

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Bridget Cammarata
IDG Strategic Marketing Services

16
Steven Fox *PCWorld*

12
James King *IT World Canada*

11
Pennie Robinson *IDC*
Arne Arnold *IDG Germany*
Esther Macias Casado
IDG Spain
Mattias Malmqvist *IDG Sweden*

10
Michelle Maher
IDG News Service

9
Jane Skullman *IDG Sweden*

8
Roberto Gutierrez *IDC Brazil*

7
Shawn McCarthy *IDC*
Jessica Borgudd *IDC Nordic*

6
David Price *PC Advisor*
Charles Lee
IDG Strategic Marketing Services
Michael Tavares
IDG Corporate Services Group

5
Dan Nim Andersen
IDG Denmark

4
Boyd Chastant *IDC*
Kao Yang *IDC*
Timothy Doherty *IDC*
Camilla Wernersson
IDG Sweden
Robert Ahlqvist *IDG Sweden*
Joanna Baranowska
IDG Poland
Samuel Carvalho *IDC Brazil*

3
Henrik Apell *IDG Sweden*
Dario Nazemson *IDG Sweden*
Evan Harie *IDC Canada*

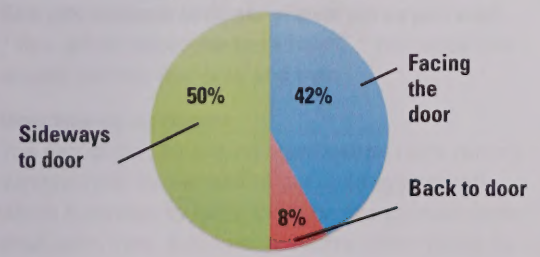
2
Christen Schneider *PCWorld*
Ryan McNally *IDC Canada*

1
Daniel Dudziak *PCWorld*
Margarita Pogorelova
IDG Germany
Jacqui Hendriks *IDC U.K.*
Marcus Svinhufvud
IDG Sweden
Beverly Lloyd *IDG Enterprise*
Siew Choon Liew *IDG Malaysia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Question of the Week results for March 7

What's your preferred desk-to-door (or cubicle opening) orientation?



Log on to www.idgcentral.com to vote on this week's question:
Have you ever taken a photo of a QR code?

One on one

continued from page 3

titles on this platform: Macworld and Allt om iPad. For Macworld, we charge two price levels — $2 and $12 and each of the three issues has sold between 700 and 3,000 copies per issue so far. Alt om iPad sells for $10.

2. Basic magazines. This is a simpler approach, where we publish PDF versions of our print magazines in branded iPad apps. It doesn't allow for as many bells and whistles as the interactive magazines, but is a very cost-effective way to publish content in this channel. We will charge 70% to 80% of the price for the printed magazine.

3. News readers. The above projects are two ways to package print content into tablet apps. The news reader project is about creating a great user experience for our news oriented online publications, such as our portal site IDG.se.

The first iterations of each of the three projects target the iPad exclusively, but as soon as the market is ready we will launch tablet apps for Android (and in the future possibly other platforms as well).

Q Are you still running IDG Campus, the training intiative you started a few years ago?

A IDG Campus has been a great success for the more than three years we've been running it. During the slower weeks in January and August we put together classes, workshops, and presentations. Everything is done in-house with a few external speakers.

This year we held Campus over lunch for three days, with consecutive 30-minute and 90-minute sessions each day on topics like tablets, mobiles, management, writing for the Web and trends in the market. The majority of the staff took part in Campus, and 100% of the the evaluations submitted were positive!

Q How does your team keep a spirit of camaraderie?

A IDG Sweden is not so small with 200 people working here, but it's important to understand that we really are a number of small operations ("companies within the company"). All our products have managers who are running the operation as independently as possible. We use all the synergies we can, but at the same time the balance between the synergies and this internal freedom and competition is tricky but important to maintain.

After more than 30 years in the market we have a very strong position that we are proud of. One example is that we host a yearly "reunion after work pub" for present and former IDG-employees. In February, we had around 100 former employees joining the present staff for an informal after-work gathering. One of the ex-employees that came to this gathering left IDG Sweden as long ago as 1989. WU

See this interview on IDG Cental for details about IDG Sweden's non-IT publications; revenue-producing programs related to topics such as recruitment, mentoring, women in IT; and recent launches such as Smarare Mobil and Cloud Magazine.

celebrating 10!

Name
Gabriela (Gaby) Salvisberg

Home
Zurich, Switzerland

Joined IDG
December 1999, Editor, PCtipp print magazine.

Current title
Editor PCtipp print and online, Co-admin in the PCtipp online forum. I'm looking forward to being part of the PCtipp website relaunch project team.

Three things I do in a day's work
I write articles, which hopefully help our readers with using their PCs. To check the facts on different systems we often use virtual machines; it's one of my tasks to keep those up to date. And I stay in touch with our readers by co-administering the PCtipp online forum, always hoping that our users behave properly.

Most challenging part of your job
To de-escalate conflicts when "my" users in the forum don't know how to behave.

Best part of your job
Hearing the "plop" noise, when the file jacket with the hard copy of my just-completed article hits our producer's desktop.

Memorable work moment?
That was when we finally launched the PCtipp forum in July 2007. We were anxious to see if it would be overcrowded or — worse — if nobody came at all. Luckily several dozen users joined in the first few days, and then the community grew constantly. It all went smoothly.

I joined IDG because
I could and still can combine two things I like: computers and writing.

What's kept you at IDG for 10 years?
It's still the perfect job for me. And, of course, my nice colleagues.

Best way someone could compliment you on your work
"Your article helped me to fix my PC." I'm happy that I actually do hear that now and then.

View from my workspace
This part of the city is quite green. When I look out my window I see the flat roof of our building's car park, which is covered by grass and other plants, even some small palm trees. Behind it I see some older houses surrounded by gardens and trees.

One thing you've learned during your tenure at IDG
I've learned how important communication is in many aspects of my work.

*IDG Switzerland's **Gaby Salvisberg** was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating her decade of service to IDG.*

Interests outside the office
Computers, what else! And I always love a good movie.

Of what accomplishment at work are you most proud?
So far, I've managed to never fail to meet a deadline.

Favorite gadget
My Palm Pre smart phone, although it wasn't love at first sight. I had to configure it manually because my telco doesn't officially support it. It wasn't easy to convince them to give me the suitable setting details, but after some chat with a tech-savvy hotline employee, we made it work.

If you won the lottery tomorrow, you would
Donate some of it and I'd buy my own apartment.

Manager's profile
"I am very proud to be Gaby's manager. Gaby is well known among readers of PCtipp and visitors to PCtipp.ch. She is one of the most famous and competent IT editors in Switzerland. You can ask her anything about Windows, Office or Linux — Gaby will know the answer or check it out. I really salute her for her ability to write about very complicated things in an easy and understandable way — and our readers love her for that. Gaby is a humorous and very popular colleague. We all hope she will stay with us another 10 or 20 years."

— Hansjörg Honegger, chief editor, IDG Switzerland

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Daniel Binett *IDG Sweden*
Laurie Butson *IDG*
Ellen Cobb *PCWorld | Macworld*
Lars Dahmén *IDG Sweden*
Kerstin Kammann *IDG Germany*
Charles Lee *IDG SMS*
Pham Ngoc Tram Anh *IDG Vietnam*
Sara Scogland *IDG*
Jennifer Spencer *IDG*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

21 MARCH 2011
VOLUME 41, NUMBER 11

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

In the wake of the devastating earthquake and tsunami that have caused such suffering and destruction in Japan this month, IDG colleagues can take some measure of comfort in knowing that all employees at IDG and IDC Japan and their immediate families are safe and accounted for. While the most severe destruction took place well north of Tokyo, where both companies are headquartered, power outages, water and fuel shortages and transportation slowdowns are plaguing a much greater portion of the country. Both IDG and IDC Japan offices were closed for part of last week with many employees working from home as they were able.

IDG Communications CEO **Bob Carrigan** and IDC President and CEO **Kirk Campbell** will remain in close touch with IDG Japan CEO **Joji Tatsugi** and IDC Managing Director **Masato Takeuchi** in the days and weeks ahead and will continue to update colleagues as information becomes available.

"On behalf of the IDG Executive Committee, I would like to express our sympathy and our ongoing concern to our colleagues in Japan as well as our hope for the country's speedy recovery from this devastating series of events," Carrigan said.

'Game-changing' technologies take the stage at DEMO

Some 650 entrepreneurs, investors and journalists get first look at products

"DEMO is the place where innovation thrives," according to DEMO Executive Producer **Matt Marshall**. Last month Marshall and IDG Enterprise's Events group, which produces the semi-annual event with Marshall, gave 52 IT firms a chance to debut their products before an audience of investors and the press. "This conference is truly the place where the industry converges to see the next big thing," Marshall said. "We work to uncover game-changing new technologies that are on the verge of revolutionizing their respective industries."

Marshall, who is also the founder and CEO of VentureBeat.com, a news site for venture capitalists and entrepreneurs, selected the companies that demonstrated their products from a pool of 240. The number of demonstrator firms was down slightly from the 66 that presented at DEMO Fall 2010 in Santa Clara, Calif. "Matt and his VentureBeat team were super-selective about who was invited this year," said **Neal Silverman**, IDG Enterprise senior vice president/Events and DEMO. "He wanted to see products that are truly unique and companies we feel have a real shot at being major successes."

DEMO Spring 2011 drew more than 650 attendees

STEPHEN BRASHEAR

*IDG Enterprise SVP/Events and DEMO **Neal Silverman** introduces DEMO Executive Producer **Matt Marshall** at last month's DEMO.*

from the U.S. and 23 countries. The more than 70 tech journalists came from publications such as USA Today, Bloomberg, TechCrunch, C|NET and many more,

continued on page 4

IDG Hungary invites staff, customers to celebrate 20 years

*IDG Hungary Managing Director **István Biró** (left) and IDG International Publishing Services President & CEO **David Hill** stand with **Judit Fulop**, CFO of IDG Hungary. Fulop is the longest-serving employee at IDG Hungary, having started with its predecessor, IDG licensee Computerworld Informatika, Ltd. as HR manager.*

IDG Hungary this month celebrated its 20th anniversary as a wholly owned subsidiary with two parties — one for all staff, freelancers and local partners and another for its customers. IDG has had a presence in Hungary for 25 years, thanks to a licensing agreement with Computerworld Informatika Ltd., which began publishing Computerworld Szamitastechnika in 1986. In 1991, IDG purchased the IT-related part of the company and created IDG Hungary.

IDG Hungary Managing Director **István Biró** invited IDG International Publishing Services President & CEO **David Hill**, who brokered the original license, to serve as a co-host at both celebrations.

In addition to its flagship CW Szamitastechnika, IDG Hungary also publishes PC World Hungary and

continued on page 5

in brief newsworthy

LeadAccel option gives IDG Enterprise customers deeper level of reporting

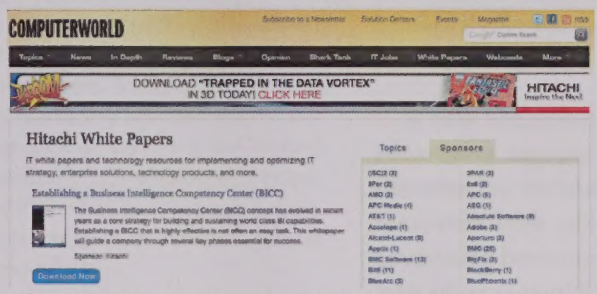
IDG Enterprise has introduced a new lead generation product that enhances a traditional online lead generation program by adding lead nurturing and a deeper level of reporting for customers.

"Typically, when someone registers for an advertiser's content on one of our sites, we immediately report that lead back to the advertiser.." said IDG Enterprise Director of Ad Operations **Bill Rigby**. "But in a LeadAccel campaign, we don't just send the lead. We spend the next couple of weeks attempting to guide that registration through the purchase decision cycle using a series of carefully timed e-mail deployments. In the meantime, we're paying attention to what other engagements that user is doing on our sites and with other vendor content. "

LeadAccel's origins began with a product from Eloqua, which has a platform that lets customers run lead nurturing and scoring campaigns. Rigby said his group wanted to customize that technology and used an external implementation group to develop what became LeadAccel. IDG Enterprise CTO **Ray Anderson** and his team, and IDG Corporate Services Group VP/IT **Nancy Newkirk** and her staff, also worked with Rigby's group on the project.

Hitachi was the first client to try LeadAccel in January, and several more have signed on since, including Oracle, CA, Citrix and iRise. Clients pay a premium above IDGE's usual cost-per-lead pricing. "It's a very competitive market, and low CPL rates attract customers," Rigby said. "But with LeadAccel, it's easy to justify our higher CPL, because we can prove the quality of our leads."

After a visitor registers to access the initial piece of content advertised on an IDGE site from a LeadAccel client, IDGE's LeadAccel platform e-mails that potential lead periodically over the course of a few weeks to deepen their involvement with the content on that topic. A LeadAccel client usually provides eight to 10 pieces of content for the Ad Operations team to draw from and determine the best mix for nurturing each lead. For example, a lead may get four e-mails with links – first to a white paper, then a case study, then a webcast featuring a company representative, etc.



A Computerworld.com reader could click on the download link in an ad like this from a LeadAccel customer and register to download a white paper.

Clients will receive all leads by the close of their campaign. "But if we notice that a lead is very highly engaged at any point throughout the campaign, we'll send that to the customer right away, indicating that the lead should be acted on quickly," Rigby said. The threshold of that is determined by a mathematical formula that takes into consideration not only how the lead engaged with the content the advertiser provided, but also how that lead engaged with related content on IDGE sites, and from other vendors advertising on IDGE sites.

"With all of this great data, we're able to tell our customers exactly how engaged each lead really is on their topic. This information helps our advertisers know how quickly their sales teams should follow up with each lead we produce for them. The goal is to save our advertisers time and create more highly qualified leads for them."

Write to brigby@idgenterprise.com. WU

more online

Carrigan recaps IAB presentation on ScribeMedia.org video interview

Publishers Take Technology Back in-House

by Peter Cervieri on March 17, 2011 in Advertising

During a video interview with ScribeMedia.org, IDG Chairman **Bob Carrigan** recapped his presentation at the annual IAB (Interactive Advertising Bureau) conference in Palm Springs, Calif., earlier this month. Carrigan recently began a one-year term as chairman of the board of IAB.

Carrigan highlighted four areas of growth for the publishing and advertising industry over the next 12 months: 1) mobile web/tablets and new ways to engage customers; 2) BtoB; 3) experimentation and the importance of innovation for traditional media companies; 4) the need to move more brand advertising online. WU

IDG Germany recruits at CeBIT

*IDG Germany's human resources department used the tech industry's largest event as an opportunity to present IDG as an exciting place to work in IT media and to get to know talented people looking for new challenges. (L-R): **Ellinor Selbeck**, sales trainee, **Tanja Braun**, executive assistant to the Project Manager Publishing Director; and **Katja Staffetius**, HR manager.* WU

one on one the interview

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

"I am highly confident that over time, Apple will come closer to Google in its subscription terms. Today, Apple is dominant...so they are in a position to dictate terms. This will likely change as new providers enter the market. I also do not think it is feasible for publishers to keep developing for only one, closed platform, especially as browers get more robust and include capabilities that are more app-like."

Q Can you give us an update on how things are going with the IDG Communications' business unit in Japan in light of the earthquake and tsunami?

A As I write this, the situation in Japan is very difficult. Our first concern is for the health and safety of our employees. Thankfully, all of our employees and their immediate families are safe, although daily life is very challenging with rolling blackouts, food shortages and transportation problems. As you would expect, our business is greatly impacted in Japan with everything from paper shortages for printing magazines to cancellation of events. Many of the IT companies have suspended marketing activities. Eventually, we'll get the business back on track, but the immediate concern is the welfare of our employees. I know that I represent all of IDG when I express our sincere concerns and good wishes to all of our colleagues at IDG Communications and IDC.

Q A few weeks ago at the Interactive Advertising Bureau (IAB) Annual Meeting, you mentioned the importance of B2B in your keynote speech. Can you tell us more about that?

A I am serving a one-year term as Chairman of the Board of Directors of the IAB. Most of the media companies in the IAB are consumer-oriented, so, as the first IAB chair who comes from a company with lots of B2B properties, I wanted to give "props" to the often-ignored B2B segment of the industry. I explained how B2B comprises anywhere from 10% to 18% of all online ad spend and how this is under-reported because much below-the-line activity, such as lead generation revenue, never make it in the ad counts. I talked about the depth of community interaction that B2B media companies have with their respective audiences. In general, I wanted to make the point that B2B should be given more prominence and focus because much of the leading-edge activity in the interactive space comes from B2B-focused media companies (especially IDG). [Ed. note: For more on Bob's keynote, see his video interview with Scribe Media on IDG Central.]

Q How concerned are you about the recently introduced Do Not Track legislation that would allow consumers to opt out of online tracking?

A The proposed legislation is real and could very well pass because it is a simple idea, similar to the "Do Not Call" law that is in effect in the U.S., which prevents telemarketers from calling households that do not wish to be solicited. But however simple the idea, it would be difficult to pull off given the complexity of the Web. Technological feasibility aside, my fear is that the proposed legislation could over-reach in a way that could halt the growth of the free Internet. I would hope that any legislation would be a fair balance between protecting consumer privacy while enabling media companies to leverage cookie-based technology to provide relevant, targeted advertising. The IAB is leading an effort around industry self-regulation, which would require IAB members to conform to principles and rules regarding online behavioral advertising and, hopefully, prevent government regulation.

Q A new Google-endorsed metric for video advertising, cost per view (CPV), was recently submitted to the IAB Digital Video Committee for review. How will this influence the video advertising landscape, and what can IDG do to take advantage of it?

A According to eMarketer, the average ad revenue per U.S. Internet user is $70 less than the average revenue per TV viewer in the U.S. While new metrics regarding online cost-per-view are helpful, these new metrics do not allow for comparison between TV and Internet. Online video ad growth is primarily about getting more TV advertising on the Web, which won't happen until there is a way to compare and contrast ad effectiveness between TV and the Web. An industry coalition between the 4As [American Association of Advertising Agencies], the ANA [Association of National Advertisers], and the IAB is trying to solve this problem with a new measurement initiative called "Making Measurement Make Sense." For more information, please go to: www.iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/pr-022811_measurement.

Q Recently both Apple and Google announced plans for subscription-based mobile apps. Google's One Pass charges a 10% fee while Apple is requiring 30%. What are your thoughts about these two plans?

A The question is actually more complex than the revenue share with Google and Apple. The Google model allows publishers to interact directly with end users while the Apple model makes it very difficult to get information about the end customer. Also, Apple is not allowing any outside promotional links within apps, which means that publishers cannot cross-promote other media assets in a "bundled offer," which is a key way that we sell today.

continued on page 6

DEMO

continued from page 1

including writers from IDG's CIO, InfoWorld and Network World. (To see ABC News' report from DEMO on launching a startup go to http://tinyurl.com/64cf9ge).

Demonstrator firms, which came from 13 countries, adhered to the traditional DEMO rules: six minutes to show their products with no PowerPoint presentations. Demonstrators were grouped into Consumer, Enterprise, Cloud, Social and Media, and Mobile categories. Marshall also selected seven early-stage or pre-launch companies to make 90-second AlphaPitches of their prototypes. These companies paid US$5,000 for the opportunity to be at DEMO, compared with the $18,500 paid by those chosen to give longer presentations.

STEPHEN BRASHEAR

*IDG Enterprise's DEMO team included (L-R): **Jackie DiPerna**, demonstrator manager; **Anne McCrory**, VP, Editorial Event Strategy; **Kate Hadden**, events marketing manager; **Debra Becker**, director, Marketing and Audience Development; **Renee Corine Arnold**, registration manager; **Ellen Daly**, SVP, Events; **Laura Biringer**, event planner; **Neal Silverman**, SVP, DEMO; **Mike Friedenberg**, IDG Enterprise president and CEO; and **Sarah Reagan**, events manager.*

The 59 products demonstrated ranged from an automated self-serve eCycling kiosk to a virtual world played in ancient Greece to the world's first social relationship manager. (For a complete list of demonstrator firms, go to www.demo.com.)

"This class of demonstrators is really paving the way for technology innovation," Marshall said. "Whether it's meeting the needs of the largest enterprises or providing value to the everyday consumer, I have no doubt that the products launched during DEMO Spring have the ability to change and improve the way we all work and live."

Those unable to attend could watch the presentations via a complimentary live feed provided by FORA.tv, either live or on demand at DEMO's website. Silverman said that more than 8,000 people watched the live stream during the event. (Presentation videos can still be viewed at the DEMO home page.)

In addition to the product demonstration, DEMO featured a lineup of speakers that included industry executives from Salesforce.com (a DEMO alumnus), Cisco Systems, Bump, Floodgate Fund and Priceline, several of whom spoke on how social media is affecting various aspects of the IT industry, from sales to security.

New this year was a marketing effort to woo the 'angel investor' niche of private investors. "Our DEMO marketing team worked with a few key angel investor associations to bring more of these investors to DEMO. These groups are hard to reach, and they are extremely important to DEMO. Since it takes less money than ever to start a Web-based company, angel investors, who typically invest less than $1 million, are currently very active and attractive to many of the companies launching at DEMO this year." The Tech Coast Angels and American Capital Association sponsored a "very successful" networking reception on the first day of DEMO in the demonstrator pavilion. "We saw a 60% increase in attendance from the angel investor community from last year as a result of this program," Silverman said.

DEMO also launched its first DEMO app, developed by Opus3 for iPhones and iPads, that provided conference, agenda and venue information, networking tools and profiles and videos of the demonstrating companies. The free app, available on iTunes after being vetted by Apple, contained "essentially all of the information we delivered in the conference guide moved to an online app," Silverman said, adding that the next version of the app will offer versions for Android and Blackberry devices. Printed documents supplemented the app for attendees unable to use it.

Among DEMO's 35 platinum-, gold- and showcase-level sponsors were Qualcomm, Verisign. NEC and

continued on next page

DEMO startups get starring role in Microsoft documentary

DEMO organizers might have to change the event's name to DEMOVIE. They recently signed a licensing deal with Microsoft to be a content partner for a documentary Microsoft is producing about IT startup firms.

DEMO SVP **Neal Silverman** said Microsoft has commissioned the production company 10-100 Films to create a documentary that embraces the spirit of entrepreneurs and what drives them to create as well as how they raise money to start a company and what personal toll the effort takes on their family and friends.

"Microsoft signed with DEMO to get behind-the-scenes conference access to follow a Canadian startup called Gardley for four weeks before their DEMO presentation, as well as their on-site experience and what happened after their coming-out party at DEMO," Silverman said. While on-site the production company also interviewed DEMO alumni, venture capitalists, representatives of other demonstrator firms, as well as IDG Chairman **Pat McGovern** and his wife Lore.

Silverman said the film, currently untitled, is expected to be shown at the Sundance Film Festival next year in hopes of finding a theatrical distributor and then released on the Web as a multi-part series. "This is a massive global branding opportunity for DEMO," Silverman said.

DEMO teams up with Startup America to encourage women entrepreneurs

This month's DEMO also served as the launch pad for the conference's collaboration with Startup America Partnership, an alliance of entrepreneurs, corporations, universities and private-sector leaders working to increase high-growth enterprises in the U.S. CEO Scott Case and DEMO Executive Producer **Matt Marshall** spoke on their groups' project with The Kaufman Foundation to offer scholarships for female entrepreneurs to attend and present their companies' IT products at future DEMOs.

"This was a natural fit," said DEMO SVP **Neal Silverman**. "Startup America is looking to partner with for-profit companies that can donate services to help startups. We have a very valuable inventory but a limited number of demonstrator spots, so the opportunity to show at DEMO is a big value."

The Kaufman Foundation and DEMO will each sponsor two demonstrators. "We hope to see the scholarship fund grow and continue for the foreseeable future," Silverman said, "and look forward to bringing more women who are pushing the boundaries of what's possible with technology to the DEMO stage."

continued from previous page

Comerica Bank. (IDG Ventures served as a marketing partner, and IDC Private Vendor Watch Service was one of nearly 20 Service Providers.) "Our sponsors gain access to all of the attendees, and some get stage time integrated with our agenda," Silverman noted. Qualcomm, for instance, announced the winner of its QPrize — $150,000 to Enterproid for its Divide technology, which allows a smart phone to operate as two difference devices, one for professional use and one for personal use.

DEMO Spring 2011

At the end of the three days, six demonstrators and one alpha-pitch company received DEMOgod Awards for best presentations. The winner of the DEMO People's Choice Award, GutCheck, also took home the IDG Million-Dollar Media Prize for its Web application that enables one-on-one Web chat interviews with target market consumers as a way of conducting qualitative research.

The multi-faceted media package consists of a six-month advertising campaign promoting GutCheck across the most relevant IDG brands including CIO, Computerworld, InfoWorld, Macworld, Network World and PCWorld, as well as the DEMO and VentureBeat websites. Attendees and the members of the press vote on the People's Choice Award winner.

"DEMO was a fantastic experience and the best conference I have ever attended," said Raffaella Camera, VP of strategy and client service with demonstrating firm — and DEMOgod award winner — Zugara. "It was perfectly organized with a great, friendly vibe among all of the demonstrators, as well as a great networking opportunity. We were extremely pleased with the amount of press coverage and investor interest that followed our presentation. We are extremely honored to have won a DEMOgod award. People who know of DEMO keep on congratulating us on it."

"DEMO is a fantastic conference," one attendee said. "You can't help getting inspired and enlighted. It's one of the best places to go to get an overview of startup trends and new technology."

DEMO Fall 2011 will return to Silicon Valley, Sept. 13-15. For more information contact DEMO Conferences Marketing Director ***Debra Becker*** *at dbecker@idgenterprise.com.*

WU

Hungary

continued from page 1

GameStar and operates a portal site: www.idg.hu.

Since May 2010, it has also operated a very successful IT and video blog engine (blog.web4.hu), which lets both IDG Hungary employees and users create their own video blogs.

IDG Hungary also manages a growing portfolio of IT-related conferences, the most successful of which is Open Source in Hungary 2011, the first business conference in the country to focus on the topic. In FY2011, IDG Hungary plans to offer a total of 12 conferences, forums and breakfast briefings.

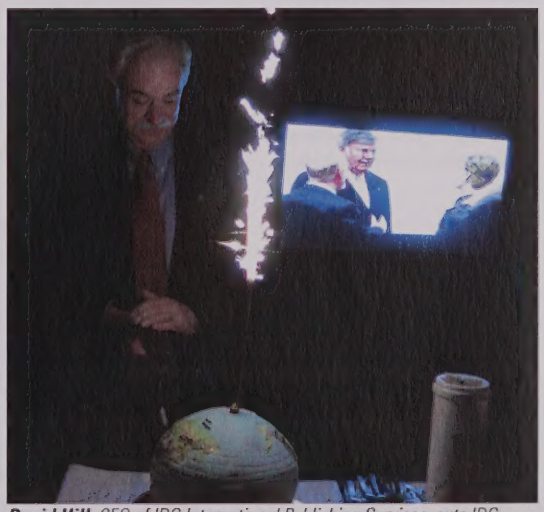
IDG Hungary has a staff of 41.

To view a video of the company's anniversary celebration see this article on IDG Central or visit: http://tv.pcworld.hu/video/david-hill-latogatasa-budapesten

Contact István Biró at ibiro@idg.hu.

WU

Among the guests at the celebration for customers were (l-r): ***Gaby Szebeni,*** *IDG Hungary conference department;* ***Istvan Dervenkar****, Computerworld Szamitastechnika brand manager; Gabor Szentivanyi, CEO, ULX Open Source Co.; Arthur Keleti, director, KFKI;* ***Istvan Biro****;* ***David Hill****; Zoltan Gyorko, CEO, Balabit Kft.; Mrs. Adrien Elo, and Andras Elo, CEO, D-Link Hungary Kft.*



David Hill*, CEO of IDG International Publishing Services, cuts IDG Hungary's globe-shaped annivesary cake while deftly avoiding the flame rising from its top.*

noteworthy people

New employees

IDG WORLD UPDATE
Meyers

Jason Meyers is **PCWorld | Macworld**'s new user interface developer, coming from NTT Multimedia Communications Laboratories, Inc. where he was also a UI engineer. He earned a B.A. in Spanish and Portuguese from the University of Minnesota and enjoys cycling, snowboarding and rock climbing. *jmeyers@pcworld.com*

Perez

Sales Associate **Carol Perez** comes to **Computerworld** from the Hebrew Rehab Center where, as an executive assistant, she managed day-to-day operations. She is a recent graduate of the University of Massachusetts/Boston and holds a B.S. in management with a concentration in marketing. She enjoys travel, "especially the mountains or New York City. I recently learned to snowboard, which makes living in New England in the winter much more bearable." *cperez@computerworld.com*

Also new at **Computerworld** is Director, Event Marketing **Mark Britton**; he was previously a field marketer with SAS. He earned a B.S. in IT management from Daniel Webster College in Nashua, N.H., and an MBA in international business management from the Netherlands' Leiden University. A new father, he also enjoys drumming, skiing and outdoor activities. *mbritton@idgenterprise.com*

Fitzgerald

Previously business development representative with Enterasys Networks, **Ryan Fitzgerald** joins the **CIO Executive Council** as an inside sales representative. He studied business at Quinsigamond Community College in Worcester, Mass., and enjoys golf, bass fishing and bowling. *rfitzgerald@cio.com*

IDG WORLD UPDATE
Desmarais

Business Development Manager **Jean Desmarais** comes to **IDG Research Services** from Edge Strategies where she worked in account management and business development. She holds a B.S. in psychology from the University of New Hampshire and enjoys gardening, skiing, photography and watching her son play lacrosse. *jean_desmarais@idgresearch.com*

Byrne

IDC Framingham has hired **John Byrne** as a research director, Wireless Infrastructure with the Infrastructure Services Research group. He was previously director, Telecom and Networks Practice with Technology Business Research. He holds a B.A. in political science with minors in economics and international relations from Boston University as well as a J.D. from the University of Baltimore. In his free time he enjoys running and the piano. *jbyrne@idc.com*

New at **ITWorld Canada** is Web Coordinator **Thasanthan Srikanthalingam**. He was previously a Web administrator with AirLink Travels and studied computer science at York University in Toronto. He enjoys playing sports — "mostly soccer and basketball" — and is currently volunteering as a tutor. *tsri@itworldcanada.com*

Calling all Noteworthy candidates

Please send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Fernando Moran *IDG Spain*

24
Rick Villars *IDC*

22
Judy Bonasoro *IDC*

19
Robert White *IDC U.K.*

18
Klaus Breu *IDG Germany*

16
Jacki McDonald *IDC*

13
Karen Cash *IDC*

12
Hillevi Billinger *IDG Sweden*

11
Ric Hudson *IDG Australia*
Lisa Stabile *IDG Corporate Services Group*
Tuan Luong *PCWorld*
Paul Moon *IDC*
Suzanne Woodruff *IDC*
Monica Bennett *IDC*

10
James Poulson *Macworld U.K.*
Veronica Couto *Now!Digital Business*
Wanda Zolcinska-Gajlewicz *IDG Poland*

9
Timothy Moynihan *PCWorld*

8
Satoshi Fukutomi *IDC Japan*

5
Monica Brunaccini *CXO Media*
Célia Sarauza *IDC Brazil*
Diana Gill *IDC U.K.*
Petr Jirovsky *IDC*

3
Marc Chin *IDC Singapore*
Austin Matthews *IDG Enterprise*
Denise Dye *IDG U.K.*
Miriam Talamini *IDG TechNetwork*
Clark Pollock *IDG Corporate Services Group*
Tsuneo Tosaka *IDC Japan*
Sabrina Schmidt *IDG Germany*

2
Adlina Adnan *IDC Singapore*

1
Shakti Mohapatra *IDC Center for Consultancy and Research (India)*
Dipika Shetty *IDC Center for Consultancy and Research (India)*
Dinesh Palaniswamy *IDC Center for Consultancy and Research (India)*
Stephanie Ho *IDC Taiwan*
Joseph Petrillo *IDG Connect*
Casey Domrose *IDG Corporate Services Group*
Jason Wilson *GamePro*

Any business unit wishing to have its employees' anniversary dates listed in this column may send the appropriate information to world_update@idg.com.

One on one

continued from page 3

I am highly confident that over time, Apple will come closer to Google in its subscription terms. Today, Apple is dominant, and they have built a tremendously popular distribution channel to end users, so they are in a position to dictate terms. This will likely change as new providers enter the market. I also do not think it is feasible for publishers to keep developing for only one, closed platform, especially as browers get more robust and include capabilities that are more app-like. WU

SWAG: Stuff We Are Getting; employees share their favorites

Most of IDG employees have some swag on their desks — a free promotional gizmo or product emblazoned with a vendor logo picked up at a trade show or received in the mail. IDG World Update asked a few IDG employees about their favorite items of swag.

"During 2008 Macworld Expo I got invited to a concert hosted by Vestalife, a company that was launching a line of portable speakers. Vestalife also makes skateboards, and the swag bag contained a custom skateboard deck. I gave the deck to **Jeremy Jules**, our office services coordinator, who gave it to his skate-enthusiast nephew." — ***Curt Poff,*** *PCWorld | Macworld senior web producers*

*IDC U.K.'s **Mat Heath** and his protective keyring.*

"I was at a communications event in Italy, and a firm doing voice encryption or something like that had a booth at the show. Their swag was a condom in a keyring with the message being 'Protection.' Someone at the booth jokingly asked the PR woman in the booth for a product demonstration of the condom, but she misunderstood and thought he was genuinely interested in the encryption stuff and so tried to initiate a conversation between him and the sales reps. It was genius." — ***Mat Heath,*** *IDC U.K. marketing manager, EMEA*

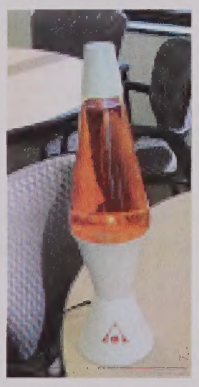
"Two things from a company that makes software to clean junk files from computers were the most practical and useful things I've received: An Office Max pressurized keyboard cleaner and LCD monitor wipes. My keyboard was gathering dust, and the monitor had fingerprints on it. I usually don't take freebies, but I could not refuse these. We use them to clean up keyboards, monitors, mice, printers, you name it." — ***Agam Shah,*** *IDG News Service U.S. correspondent*

*IDG News Service U.S. Correspondent **Agam Shah** keeps many things clean with his pressurized keyboard cleaner.*

"I have a Rubik's snake thing given to me from HP that is terribly addictive, and we in the office take it in turns to put the thing back together against the clock every now and again." — ***Paul Crew,*** *IDG U.K. account director, EMEA Systems and Infrastructure*

"The most notable swag was a $700 portable recordable CD player — back when that was an amazing feat — but, of course, I couldn't keep it. It went back in the box and was shipped out the same day. Beyond that, my favorite for years was the Apple Mac t-shirt (at right) they gave out when they announced the first little upright box in 1984. I wore it for years. But I guess the best giveaway was a baseball signed by Rod Carew, a Hall of Fame player who is in that elite club of guys that have 3,000 or more hits. He was in a Sprint booth at some expo and gave it to me. I'm not even that much of a baseball fan but still have it sitting on my bureau." — ***John Dix,*** *Network World editor-in-chief*

*Network World's **John Dix** shows off his baseball signed by Hall of Famer Rod Carew*



*PCW|MW's **Steve Fox**'s lava lamp is part of his larger collection of liquid-filled swag.*

"My personal favorite is a Lava-Lamp from AMD, received years ago. I don't remember what they were promoting, but the item in question still has a place on the swag display shelf in my office." — ***Steve Fox,*** *PCWorld | Macworld editorial director*

"Computerworld Hungary Editor-in chief **Istvan Dervenkar** received a ham from D-Link for Easter. It was amazing to see such a huge piece of meat in the editorial room." — ***Csaba Melovics,*** *IDG Hungary advertising director*

*Anyone for ham? CW Hungary Editor-in-chief **Istvan Dervenkar** with an Easter ham received from a vendor.*

celebrating 10!

Name
Huang Yue

Home
Beijing

Joined IDG
May 2000

Career path since joining IDG
May 2000-August 2005, IT manager, CCW Online; September 2005-present, IT manager, CCW.com.

Current title
IT manager, CCW.com. I am in charge of keeping the website running.

What's kept you at IDG for 10 years?
I am not the kind of person who likes changes.

Most challenging part of your job
Communicating with people from other departments.

Of what accomplishment at work are you most proud?
Our computer system runs safely and is stable.

What talent do you wish you had that you don't have?
Predicting the future.

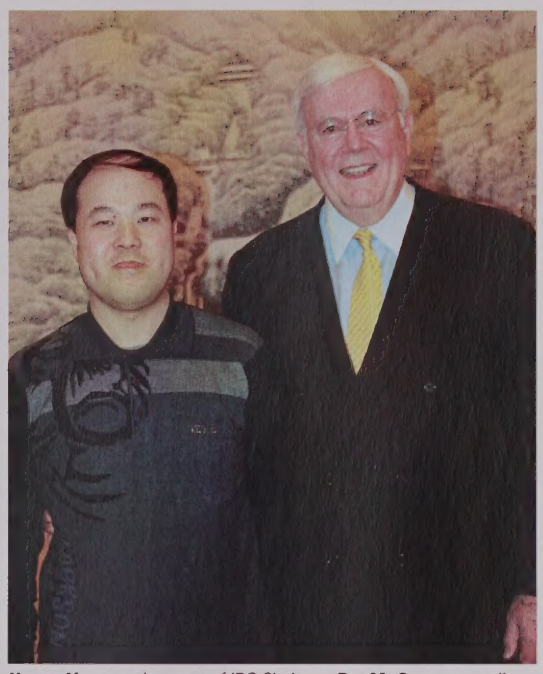
Favorite thing on your desk?
An electric fan

Interests outside the office
Playing poker.

Family
My wife Xie Junfang and my nine-year-old son Huang Bingchao.

What did you want to become when you were a child?
An engineer.

Favorite sport
Cycling



Huang Yue *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner honoring his decade of service to China Computerworld.*

Favorite vacation spot
The suburbs of Beijing with their beautiful mountains and rivers.

Favorite movie
True Lies

Retirement dreams?
To be a capitalist.

Manager's profile
"Mr. Huang has always been an earnest and diligent worker."

—Bao Ran, Executive President, China Computerworld; Assistant President, CCW Group

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Istvn Biró *IDG Hungary*
Bob Carrigan *IDG Communications*
Karen Ren *IDG China*
Bill Rigby *IDG Enterprise*
Neal Silverman *DEMO*
Katja Staffetius *IDG Germany*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

offline for fun

Congratulations to **Nan Fornal** of Connell Communications whose caption was selected in a random drawing of all contributors to the Feb. 21 caption contest on IDG Central. She will receive an IDG t-shirt. Here are a few of the other submissions; go online to see more.

"We're going to have to send this shipment back. All of the phones are programmed to call Gargamel."
Nan Fornal *Connell Communications*

"Withers, I said order 500 SMARTphones!"
Peter Macauley *IDC New Zealand*

"John! I just got the new Microsoft-Nokia handsets!"
Rabia Garib *Rasala Publication Group (Pakistan)*

Rich Tennant's original caption:
"Russell! Do you remember last month when I told you to order 150 SMART phones for the sales department?"

IDG World Update

28 MARCH 2011
VOLUME 41, NUMBER 12

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG, IDC host key customers at annual Marketing Summit

Event lets senior execs network; panel discussion focuses on message control

HOWARD SHOLKIN

***Kristen Silvi**, global media analyst, IDG Communications; **Stacey Levy**, SVP, sales and marketing, PCWorld | Macworld; **Michael Friedenberg**, president & CEO, IDG Enterprise; **Mike Kisseberth**, CEO, PCWorld | Macworld; **Pat McGovern**, chairman, IDG; **Bob Carrigan**, CEO, IDG Communications and **Kirk Campbell**, president & CEO, IDC, were among the IDG leaders on hand to meet with many of the company's key customers at this month's Marketing Summit in San Jose, Calif.*

The annual IDG Marketing Summit, now in its sixth year, is becoming a fixture on the calendars of senior tech marketing and agency executives in the Bay Area. Designed to position IDG and IDC as thought leaders in tech media and research, the invitation-only event is hosted by IDG Chairman **Pat McGovern**, IDG Communications CEO **Bob Carrigan** and IDC President & CEO **Kirk Campbell** and attended by the senior leadership of most of IDG's media brands as well as IDG TechNetwork, IDG Connect and IDG Global Solutions. Held this year on March 14 at an upscale hotel in San Jose, Calif., the three-and-a-half-hour summit attracted more than 75 attendees representing many of IDG's largest customers.

Traditionally held in San Francisco, organizers decided to relocate the summit to San Jose this year to appeal to the large number of marketers who live and work in the area. The strategy appeared succeed, with almost 20 more marketers in attendance this year over last.

The evening comprises a networking reception, din-

continued on page 5

IDC Directions conference focuses on social, mobile, virtual

Flagship events in Boston, San Jose set new records in customer satisfaction

"Social," "mobile" and "virtual" were the key themes behind IDC's 46th annual Directions conference, which kicked off in the U.S. with events in Boston (March 9) and San Jose, Calif. (March 15).

The multi-faceted agenda featured more than 100 IDC speakers in Boston and more than 80 in San Jose in general sessions, smaller breakouts and discussion groups. Clients, who came primarily from IT, telecom, consumer tech and financial firms, also had opportunities to meet with analysts for individualized discussions. The conference concluded with a keynote address given by Dr. Andrew McAfee from MIT, who outlined how social media is making its way into companies in all industries and why this trend should be embraced by business leaders.

Both events had near record-breaking attendance

MITCHELL CREATIVE GROUP, LLC

*Staff from IDC's Business Value Strategy Group get ready to field questions from customers during a networking break. (L-r): VP/Consulting **Randy Perry**, Consulting Project Administrator **Nancy Selig** and Consulting Associate **Aimee Bartlett**.*

with more than 900 attendees in Boston and more than 1,000 in San Jose. According to IDC VP/Marketing and Lead Development **Jon Guloyan**, who

continued on page 4

Inside this issue

IDG Hungary encourages public contributions to blog site *page 2*

One on one: IDG Germany's York von Heimburg *page 3*

Celebrating 10: China Computerworld's Bai Bin *page 8*

IDG Hungary encourages public contributions to blog site

Site also includes staff-written vendor-sponsored blogs

In an effort to capitalize on the local market's growing preference for thematic blog sites — sites that aggregate blogs and video from various authors and group them by topic — IDG Hungary last year launched blog.web4.hu. Based on a blog engine developed to IDG Hungary's specifications by a third-party partner, blog.web4.hu is a destination site that contains both sponsored blogs and video created by IDG Hungary staff on behalf of customers and blogs and video created by individual enthusiasts on a variety of topics.

*IDG Hungary Online Director **Viktor Fulop** (l) and Graphic Designer **Gergely Lukacs**. Lukacs was responsible for the core design of the site and handles the layout of the vendor-sponsored blogs.*

The sponsored blogs have been popular with a number of clients, said IDG Hungary Managing Director **Istvan Biro**. To date, 15 vendors have signed on for blogs, including companies such as Asus, Epson and Nintendo (examples can be seen at asus.web4.hu, epson.web4.hu and Nintendo.hu). Clients pay a fee of between HUF 100,000 (US$500) and HUF 200,000 ($1,000) for monthly updates, which are written by IDG Hungary journalists. Vendors have no control over the content of the blogs or videos but are guaranteed a minimum number of posts per month — generally four plus one video, Biro said — and a minimum number of readers.

IDG Hungary's blog site currently contains 15 vendor-sponsored blogs and 904 blogs authored by readers. The blogs are grouped in six topical areas.

So far in FY11, the site has generated approximately HUF 2,600,000 (US$13,000) and continues to generate some HUF 400,000 to 600,000 ($2,000 to $3,000) each month. Separately, Google Adsense generates approximately 20,000 to 30,000 ($105 to $155) each month. IDG Hungary paid the developer approximately HUF 500,000 ($2,500) to develop the blog engine.

Content created by users on the site is grouped in six topical areas: gaming, hardware, movies and TV, music, comics and books. A seventh topic — sports — will be added shortly, according to **Viktor Fulop**, online director at IDG Hungary.

Anyone is welcome to launch a blog on the site, which requires no special training, Fulop said. And because IDG Hungary promotes the blog site from each of its branded sites, "the site helps bloggers quickly gain a larger audience than would be possible if they launched a blog on their own," Fulop said. To date, the site contains blogs authored by 904 individuals.

IDG also has its own area — http://idg.web4.hu — which contains company news, information about new products, a conference calendar and various videos that have been very popular with agencies, Fulop said.

Currently the web4 engine and the site generate 300,000 unique visitors per month, Fulop said, "and this number is growing rapidly. Some of the most popular user-generated blogs include:

- Cinestar.hu, a blog about upcoming movies and movie reviews.
- Sorozatplanet.web4.hu, a blog focused on a local television show.
- Rpgames.web4.hu, a blog about role-playing games.
- Modzone.web4.hu, a blog about mods and 3D graphics.

Occasionally, what begins as a user-generated blog turns into a sponsored blog that generates revenue for both the blogger and IDG Hungary. One such example is a blog about books written by a user that caught the eye of one of Hungary's biggest bookstores, Libri. "Now we have a contract with Libri, and they pay us HUF 100,000 ($500) per month and we pay the blogger HUF 15,000 ($78) per month for approximately four reviews. Libri supplies the books," Fulop explained.

For more information, contact Viktor Fulop at vfulop@idg.hu. WU

one on one the interview

York von Heimburg
The president and CEO of IDG Germany is this week's columnist. Reach him at yvh@idg.de.

"Our strongest growth areas are IDG Connect, custom projects, mobile, social media, CIO events and — believe it or not — print advertisements in BtoB!"

Q How is IDG Germany's business doing this year?

A Overall, the first half of the year is looking promising, but the markets are playing differently. The BtoB market is very strong, and IDG Business Germany is doing well. One good BtoB parameter was CeBIT, the world's largest IT exhibition in Hanover, Germany. CeBIT had more exhibitors and visitors than last year, and we did a lot of business around the event with CeBIT's show team. This included Computerwoche's Jobs&Career booth and programs; the CIO Executive Club, which includes a conference; syndication of content to the official portal of CeBIT; and CeBIT News, a print magazine published three times during CeBIT.

We are a bit concerned about the dramatic developments in Japan, given the interdependencies between the Japanese and the worldwide economy, especially in the IT industry. But we in Germany are optimists, and we believe there will not be a huge negative economic impact on our industry.

The BtoC markets (IDG Magazine and IDG Entertainment) are difficult due to increasingly weak newsstand sales and some special issues that didn't perform well. The BtoC market is changing very quickly, which forces us to publish new kinds of specials to get the revenues on the right track. We have been very successful with our new product lines: iPhoneWelt and iPadWelt, each published six times a year, and a quarterly AppWelt (for Android, Symbian, Windows Phone 7, Apple and BlackBerry). When iPad 2 launches at the end of March, we will have an iPad2 Special on the newsstand. As a consequence of the challenges in the BtoC area, we are strengthening our Web business, especially our e-commerce and affiliate programs. Another important task is to improve our online premium areas to increase our paid online subscription base for them. Company-wide we have approximately 25,000 paid premium online subscriptions.

Our strongest growth areas are IDG Connect, custom projects, mobile, social media, CIO events and — believe it or not — print advertisements in BtoB!

Q How has IDG Germany repositioned itself in the local market?

A Since 2000, we have been in a constant period of transformation. Before then, IDG Germany was simply an innovative publishing house, which derived 90% of its revenue from print. We have since transformed our company into a broad-based media company by expanding our portfolio to a wider range of products. We have, for example, installed one of the first Web TV studios in Germany with professional equipment. We have launched a variety of video programs such as the "Server Down Show" (IDG Entertainment), "Double Click" (PC-WELT), "CoffeeBreak" (CIO) and "Bank Secrets" (CFO), and we have just produced our 150th webcast, which is an amazing performance. In February, alone, we produced seven webcasts and webinars.

In the last several years, we've built up our lead-gen business and launched IDG Connect. We have created the most valuable database for IT decision makers in Germany, which is one of the key assets of our lead-gen business. In this fiscal year we've sold lead-gen programs to 48 customers, and half of them are running direct marketing programs with us exclusively. To satisfy the needs of our customers we are offering several other product innovations, such as eBooks, VideoMail, e-polls and e-games to create sales leads.

Our digital revenues amount to 32% of our total publishing revenues; our overall online ad revenues are as high as our print ad revenues. By 2014 or 2015, we expect our digital revenue stream will be as high as our total publishing revenue.

Since 2010, IDG Germany has focused on tech media services by offering innovative cross-media projects to meet client needs. One of our great challenges here is we have to have people creating and designing those programs to present to the customer, while we also need to demonstrate quick delivery and successful results for those projects. We are running a lot of complex projects in parallel in all our business units. In the first five months of this fiscal year we have sold and implemented about 100 of these exciting, mostly online, programs (80% include social media, 15% print and 5% mobile programs). Due to this high volume of programs we have created an organization in each business unit — Strategic Marketing Services (BtoB), Corporate Client Services (BtoC) and Entertainment Client Services (a special brand of BtoC) — for that kind of sophisticated and highly profitable project business.

Q How has the employee recruitment and training process changed for you in recent years?

A In the past we did not face many problems finding good staff for our organization. Our world has been in a period of transformation in recent years, and we need to be very selective about getting the right people. We now aim to get people with new and different skills: programmers (online/mobile), online and mobile designers, business developers (online, mobile, affiliates, e-commerce, etc.), video experts, smart customer-oriented people with an array of technical skills to create and produce specific cross-media custom programs and young talented people who bring new inspiration into

continued on page 7

Directions

continued from page 1

Twitter action

Keeping with the social media theme, IDC sparked significantly more Twitter activity around Directions than last year. Analysts were encouraged to tweet frequently in the days before the conference. On the day of Directions, IDC promoted the Twitter hashtag #Directions11 so guests and analysts could tweet about their impressions of the meeting and build some buzz.

IDC also added a running Twitter feed to the Directions website to highlight live traffic, which added up to hundreds of related tweets during the week-long timeframe between events. "We were very surprised and pleased about how extensive — and how positive — the Twitter activity turned out to be," said IDC Marketing Consultant **Jill Toole**.

managed Directions with assistance from marketing consultant **Jill Toole**, both events also set new records in customer satisfaction, based on the annual evaluation rating. "This was the result of a more comprehensive conference theme, a strong keynote and outstanding presentations by IDC analysts and better signage on-site," he said.

"The two IDC Directions 2011 conferences were among the best that we have offered clients in recent years," said IDC President & CEO **Kirk Campbell**. "A tremendous amount of work went into preparing IDC Directions, but it certainly paid off with our research analysts offering unique and high-value advice on where the technology industry is headed in the future. I received lots of positive feedback from clients that our conference is the best one-day conference on future directions in technology."

IDC incorporated several new components to meet the needs of special interest groups. For the first time in Boston and the second year on the West Coast, there was an invitation-only luncheon for analyst relations professionals held in conjunction with the Institute of Industry Analyst Relations. The lunch included brief presentations by IDC Executive VP **Crawford Del Prete** and non-IDC speakers with content for analyst relations professionals. In addition, special lunch programs for Market Intelligence professionals were held at both venues featuring SVP/Executive and Go-to-Market Programs **Clare Gillan** and a panel of experts from leading global IT companies. All four special lunches were filled to capacity.

IDG WORLD UPDATE

*IDC Executive VP **Crawford Del Prete** emceed the morning's general sessions.*

For other attendees, close to 50 Lunch Roundtables, each with a sign advertising a specific topic, provided a chance for guests and IDC analysts to talk informally about important issues.

Media sponsors included 10 IDG brands: CIO, CSO, Computerworld, DEMO, IDG Knowledge Hub, InfoWorld, IT World, Macworld, Network World and PCWorld. Guloyan said IDC staff worked closely with IDG counterparts, especially IDG Strategic Marketing Services Director/Communications and Marketing Programs **Howard Sholkin** and IDG Enterprise Senior Director/Marketing **Sue Yanovitch**, to spread the word about Directions among IDG's sales teams, "creating a win-win" by giving them free tickets to offer to key clients.

IDG WORLD UPDATE

*IDC Senior Account Executive **Mary Ann Daneke** helps an attendee at the Analyst Connection Kiosk in Boston.*

IDG WORLD UPDATE

***Virginia Agee**, research director, Infrastructure Channels and Alliances, meets with a customer during the Analyst One-on-One session.*

MITCHELL CREATIVE GROUP, LLC

For the first time, as a way to capture the value delivered at Directions, IDC retained a film crew and photographer. The staff plans to use the images in a variety of forms, both to enhance next year's marketing campaigns and also to get multiple impressions from the content. For example, the video of IDC SVP/Chief Analyst **Frank Gens**' presentation is now available on IDC.com at http://tinyurl.com/67k48fw.

Write to jguloyan@idc.com.

WU

Marketing Summit

continued from page 1

ner and panel discussion. Guests sit at tables hosted by one or two senior sales, marketing or analyst executives from IDG and IDC. Following welcoming remarks from McGovern, Carrigan and Campbell, the panel discussion, hosted by **Rich Vancil**, VP, IDC Executive Advisory Group, took center stage. This year's topic — "Multi-Channel Marketing: Consistency or Chaos?" — focused on the staggering array of media and marketing choices along with devices and platforms from which marketers must choose.

HOWARD SHOLKIN

***Rich Vancil**, VP, IDC Executive Advisory Group (center) moderated the panel discussion at this month's Marketing Summit. Above, members of the panel discussion group included (l-r):Carine Clark, SVP, CMO, Symantec Corp.; Chad Carlson, senior director of Global Advertising, Oracle; Kim Woodward, VP, Corporate Marketing, Citrix Systems; and Mike Norris, SVP, Client Business Partner (Microsoft BtoB), Universal McCann.*

"The panel focused on the issue of message control. How can the marketing organization ensure that messaging as crafted at the top of the organization makes its way down, through and out of the organization intact and as intended? It's a key challenge in complex companies."

— Rich Vancil, VP, IDC Executive Advisory Group, and panel moderator

"We always strive to select a topic that we know is highly relevant to our customers," said IDG Global Solutions President **Matthew Yorke**, who worked with Vancil and Carrigan to determine the focus of this year's discussion. "Last year everybody was talking about social media, but this year we've been listening as so many of our customers are struggling to manage the various marketing channels and figure out where to attribute value," York said.

Panelists included Chad Carlson, senior director of global advertising, Oracle; Carine Clark, SVP, CMO, Symantec; Mike Norris, SVP, client business partner, Universal McCann; and Kim Woodward, VP, corporate marketing, Citrix Systems.

"The panel focused on the issue of message control," Vancil explained. "How can the marketing organization ensure that messaging as crafted at the top of the organization makes its way down, through and out of the organization intact and as intended? It's a key challenge in complex companies. And it was a good Summit topic because the process and execution work needs to be strongly linked between the vendor practitioners and their agency partners," he added.

Organized for the second year by IDG Enterprise Events under the direction of **Ellen Daly**, SVP Events, the Marketing Summit's guest list represented a who's who of the tech industry including executives from SAP, Intel, HP, Cisco, Dell, Brocade, Fujitsu, Juniper Networks, ArcSight, VeriSign and SonicWall and agencies such as GyroHSR, Godfrey Q and Partners, and DWA. "There was a great deal of peer networking throughout the evening," Daly noted. "The summit provides a unique opportunity for senior-level marketing executives to gather, and it was clear that they appreciated the opportunity to have access to IDG's and IDC's most senior leadership," Daly said.

"One panelist [Carine Clark] enjoyed the evening so much she blogged about it on Symantec's internal site," said **Howard Sholkin**, director, communications and marketing programs, IDG Strategic Marketing Services.

"The Summit has always been designed to generate value for our clients by addressing topics they are grappling with while giving them the chance to network with their peers in the industry. This year, I heard quite a few clients express genuine surprise and admiration that IDG has been covering the technology industry for 47 years," Yorke said.

Numerous people had a hand in ensuring the success of this year's summit. Among them: **Lori Spendley**, event marketing director, IDG Events; Howard Sholkin; **Christina Holman**, associate events planner, IDG Events; **Deb Begreen**, director, event operations, IDG Events; **Michelle Blondin**, senior marketing specialist, IDC; **Clare Gillan**, SVP, executive and GMS Programs, IDC; **Teresina Cardamone**, senior digital marketing manager, IDG Strategic Marketing Services; **Susanna Hinds**, director of Corporate Communications, IDG Global Headquarters; **Caroline Mewing**, graphic design specialist, IDG Enterprise; and **Kristen Jeannotte**, marketing coordinator, IDG Enterprise.

For more information, contact Howard Sholkin at howard_sholkin@idg.com. WU

noteworthy people

Promotions

A restructuring of **PCWorld | Macworld**'s Digital Media group has resulted in several promotions. that will "help us advance our growth and efficiency in the months ahead," said **Mark Goodrich**, SVP/GM, Digital Media.

IDG WORLD UPDATE
Jones

PCW Chief Technology Officer **Aaron Jones** adds VP, Product Development to his title. "Aaron is that rare breed, a talented technologist with a keen business sense," Goodrich said. "He has been instrumental in conceiving of and driving many forward-thinking initiatives, such as our agile development methods, our database-empowered product capabilities and the integration of technology and design. His deep understanding of media business trends and dynamics allows him to contribute not just to how technology can help transform our business lines but to how our competitive strategies can most effectively be realized within the framework of an ongoing product roadmap." *ajones@pcworld.com*

IDG WORLD UPDATE
Fitzpatrick

Software Development Manager **Kieran Fitzpatrick** assumes the new role of director, Software Engineering. "Kieran will continue to lead our Scrum processes and will take on expanded management responsibilities related to applications development," Goodrich said. *kfitzpatrick@pcworld.com*

IDG WORLD UPDATE
Lake

Previously director, Program Development, **David Lake** is now director, Program and Project Management. "In his expanded role, David will spearhead several of our key product management initiatives and lead our project management endeavors," Goodrich said. *dlake@pcworld.com*

IDG WORLD UPDATE
Poff

Macworld Senior Web Producer **Curt Poff** takes on the new role of senior project manager. "Curt will continue working closely with Editorial, improving our CMS tools and capabilities, and he will also assume additional project management responsibilities related to key product advancements for both brands," Goodrich noted. *curt_poff@macworld.com*

Wriggins

Senior Director, Audience Development and Analytics **Alexa Wriggins** has been promoted to VP, audience development and analytics, "in recognition of the leadership she diligently brings both to her department and the larger organization," Goodrich said. "Leveraging her analytical expertise and audience insights, Alexa continues to define for us the best tools and methods to reach and engage our readership most effectively." *awriggins@pcworld.com*

New employees

Jim Ottewill joins **IDG U.K.** as a content manager for Computerworld U.K. and Techworld.com, coming from bobsguide.com where he was a news online content manager. He holds a B.A. in English literature from the University of Sheffield and a journalism qualification from the National Council for the Training of Journalists. Away from his desk he enjoys music, film and cooking. *jim_ottewill@idg.co.uk*

IDG WORLD UPDATE
Noble

GamePro's new staff editor is **McKinley Noble**. He was previously an editorial intern with Macworld and holds a B.A. in journalism from San Francisco State University. He enjoys mixed martial arts, comic books and "looking for the perfect hamburger." *mnoble@gamepro.com*

IDG WORLD UPDATE
Meriam

Also new at **GamePro** is Director, Business Development **Tom Meriam**. Previously VP, Business Development with Spear Marketing, he earned a B.A. in English from California State University/Chico. Away from the office he enjoys coaching youth sports, gaming and mountain biking. *tmeriam@gamepro.com*

IDG WORLD UPDATE
Barnholt

Previously a features editor with 1Up.com, **Ray Barnholt** joins **GamePro** as an associate editor. He studied English at Whatcom Community College in Bellingham, Wash. Outside the office, he enjoys video games and their history and reading. He has also launched "Scroll," "a zine about the coolness of video games" (http://scroll.vg). *rbarnholt@gamepro.com*

IDG WORLD UPDATE
Daw

An editorial intern since October 2010, **David Daw** joins the **PCWorld** staff full time as a staff editor. He holds a B.A. in liberal arts from New York University and is currently finishing course work for an M.A. in broadcasting and electronic communications arts from San Francisco State University. In his free time he enjoys watching television. *ddaw@pcworld.com*

IDG WORLD UPDATE
Bailey

New at **GamePro** is Associate Editor **Kat Bailey**. She was previously a curriculum developer at GABA and holds a B.A. in journalism from the University of Minnesota. Her hobbies include baseball, travel and gaming. *kbailey@gamepro.com*

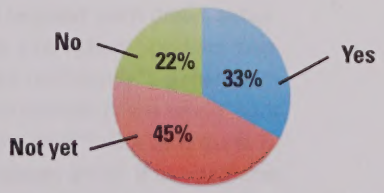
Ma

IDG TechNetwork has hired **Wendy Ma** as a billing coordinator. She was previously an account manager with Video Monitoring Services and holds a B.A. in business administration from Pace University in New York City. She enjoys cooking, yoga and skiing and recently traveled through Italy alone for 10 days. *wendy_ma@idgtechnet.com*

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com. Information about promotions may be forwarded from internal announcements.

Question of the Week results for March 21

Have you made a donation to support relief efforts in Japan?



Log on to www.idgcentral.com to vote on this week's question:
Have you ever read an e-book?

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Magdalena Koch *IDG Germany*

23
Kirk Campbell *IDC*
Peter Gruber *IDG Germany*

22
Kirsten Højrup Petersen *IDG Denmark*

21
Hans Koeniges *IDG Germany*
Andrea Piontek *IDG Germany*

20
Claudia Dudkin *IDG Germany*

19
Maggie Murphy *IDG*

18
Lisa Golden *IDG List Services*

16
Martin Chau *IDC Hong Kong*
Christian Meyer *IDG Germany*
deleine Bonk *IDG Germany*
astian Hirsch *IDG Germany*

15
Adam Jadczak *IDG Poland*
Victor Falkteg *IDG Sweden*
Petra Beck *IDG Germany*

14
Parit Shah *IDG U.K.*
Kevin Krull *IDG*
Andreas Koschinsky *IDG Germany*

13
Magnus Müller *IDG Sweden*
Ronald Wiltscheck *IDG Germany*
Peter Mueller *IDG Germany*

12
Beata Kolecka *IDG Poland*
Jonas Lindholm *IDG Sweden*
Claudia Heinelt *IDG Germany*
Vernon Turner *IDC*

11
Robert Mahowald *IDC*
Ryan Francis *IDG Enterprise*
Helle Kierkegaard *IDG Sweden*
Vanessa Teal *IDC U.K.*
Petra Schmitz *IDG Germany*

10
Lars Danielsson *IDG Sweden*
obert Brännström *IDG Sweden*
er Hoellriegel *IDG Germany*
anio Martino *IDG Germany*

8
Arnold Diepenheim *IDG Netherlands*
Jimmy Svensson *IDG Sweden*

7
Rodney Gedda *IDG Australia*

6
Christine Britsas *IT World Canada*
Daniel Bader *IDG Switzerland*
Sebastian Stein *IDC U.K.*
Susan Joyce *IDC*

5
Jace Tang *IDC Singapore*
Thomas Rubel *IDC*
Nestor Arellano *IT World Canada*
Darren Bibby *IDC Canada*
Stefan Tanamal *IDG Netherlands*
Johan Hallsenius *IDG Sweden*
Henric Jogin *IDG Sweden*
Yasmina Benjelloun *IDC France*

4
Emily Taylor *IDC Canada*
Young-Wook Kim *IDC Korea*
Alma Concepcion *IDC Philippines*
Sasithorn Sae-iao *IDC Thailand*
Marieke Bouman *IDG Netherlands*
Dick de Groot *IDG Netherlands*
Michael Obermeier *IDG Germany*

3
Richard Li *IDC China*
Nancy Seto *IDC Hong Kong*
Divya Gowda *IDC India*
Audrey Heng *IDC Singapore*
Charles Chiu *IDC Taiwan*
Simon Piff *IDC Singapore*
Laura Biringer *IDG Enterprise*
Yoko Ono *IDC Japan*
Daniel Frey *IDG Switzerland*
Anna Elwartowska *IDG Poland*
Agnieszka Serafin *IDG Poland*
Krzysztof Pietrzak *IDG Poland*
Artur Malek *IDG Poland*
Agnieszka Fila *IDG Poland*
Mina Tanaka *IDG Interactive Japan*
Magnus Mu Ray *IDG Sweden*
Edith Tricheux *IDC France*
Patrick Woods *IDG Germany*

2
Evan Bohringer *IDG Australia*
Adeline Phua *IDC Singapore*
Liam Baker *IDG Netherlands*
Stacy Byrne *CXO Media*
Monika Szabat *IDG Poland*

1
Leo Ng *IDC Singapore*
Louis Kustwan *IDC*
Courtney Rizzitello *IDC*
Pamela Sumanga *IDC Philippines*
Yen Phan *IDC Vietnam*
Jaime Ganson *IDG Enterprise*
Mariusz Nowicki *IDG Poland*
Carl Olsson *IDG Sweden*
Marianne Friedmann *IDG Denmark*
Line Ørskov *IDG Denmark*

One on one

continued from page 3

our organization, especially in the mobile area.
As part of the solution, we set up a trainee program about two years ago that is working very well. Currently, 17 trainees are working within IDG Germany. Through this innovative program, which was developed by our HR department, we have been able to find a group of young energetic people who are being trained for specific full-time jobs. Now we are developing a program to attract more recent graduates and current university students to the online and mobile areas.

We're also testing a new concept in our BtoB business: We have built a young team, working together in the mobile area, consisting of one editor, one salesperson and one programmer. We hope they will develop new ideas to drive our business in the future. All these people with new, highly creative skills combined with our experienced, longtime employees contribute to new growth and exciting business opportunities within IDG Germany.

Every month I hold meetings with small groups of employees (not more than four people, each of whom is from a different job area) to learn more about what our staff is thinking, what concerns they may have and what they are proposing to improve within the organization of IDG. In one of my last meetings I got a great proposal which we are now implementing in specific areas with a high degree of innovation: Every Friday afternoon one of our project managers invites all employees who are interested in discussing product ideas or new business development to a meeting. I think this is an exciting tool to involve employees who are working in different areas and to get additional know-how from them to develop even better products and services.

Q What do you do to foster camaraderie among your staff?

A For years we have been celebrating a monthly happy hour where all employees can have drinks and appetizers and meet, communicate and simply have fun. In addition, every three months we invite engaging speakers who can capture people's interest in cool topics, usually outside the business arena, that are fun to learn about. We call these events "Park City Talks" since our office is located in the Park City section of Munich. We'll hold our 19th talk in May, and we are already inviting all employees, local customers, partners and friends of IDG Germany.

The Park City Talks are being well received; each draws about 150 to 200 people and starts with a reception. Speakers have included a referee ("How to decide confidently"), a memory trainer ("Your memory: The eighth wonder of the world") and a Benedictine monk ("Hope despite crisis"). Our next guest is one of Germany's most famous cabaret artists. If business continues to do well, we will celebrate the 25th "Park City Talk" in a bigger framework. WU

celebrating 10!

Name
Bai Bin

Home
Lanzhou, Gansu Province, China

Joined IDG
May 2000

Career path since joining IDG
May 2000-August 2002, Administrator, CCW.com; September 2002-April 2005, Technical Support Engineer, President's Office; China Computerworld Group, May 2005-present, Technical Support Engineer and Administrator, Information System department, CCW Group.

Current title
Technical support engineer, China Computerworld Group.

Memorable moment at work
There are many times that my colleagues come to me to help solve problems with their computers. But sometimes, when I get there, everything turns out to be all right. Sometimes, I don't even have to touch the computer. So my colleagues all say that their computers are afraid of me.

What's kept you at IDG for 10 years?
I like the harmonious working atmosphere.

Best way someone could compliment you on your work?
"He is earnest and a good troubleshooter."

Of what accomplishment at work are you most proud?
When there is a problem, I solve it as quickly as possible.

Best piece of advice you've ever received?
"Be a down-to-earth and decent person."

What talent do you wish you had?
Speaking fluent English.

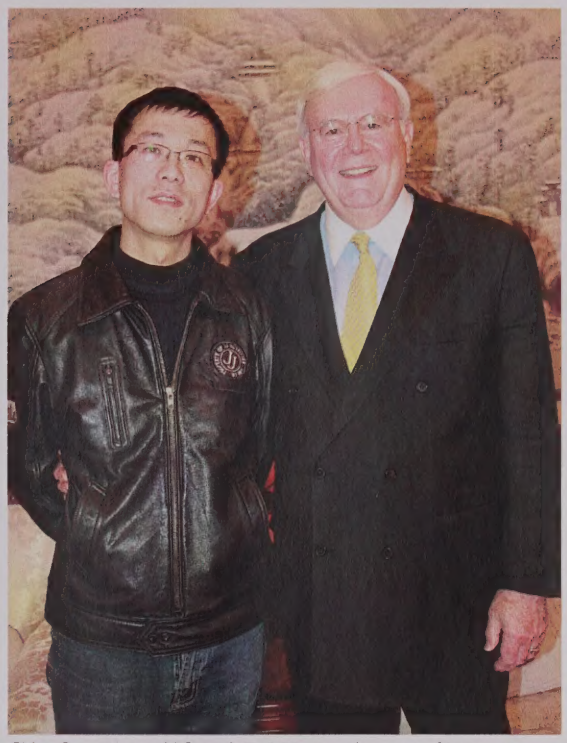
Favorite way to work off stress
Swimming

Favorite thing on your desk?
A glass given to me by my wife.

Interests outside the office
Reading

Family
My wife Wang Liu and my eight-year-old son Bai Zhiqi.

What did you want to become when you were a child?
An automobile R&D engineer.



*China Computerworld Group's **Bai Bin** was the guest of honor at a dinner hosted by IDG Chairman **Pat McGovern** in celebration of his decade of service to the company.*

Do you have any pets?
A turtle. I call him my second son.

If you won the lottery tomorrow, you would
I would ask my wife to quit her job and give birth to a daughter.

One possession you'd grab if your house were on fire?
My cellphone.

Favorite vacation spot
Sanya, Hainan Province in southern China.

Favorite movie
I can't choose: Inside Man or 28 Days Later.

Your idea of a perfect day alone?
Getting up without an alarm clock, reading a book or watching a DVD and then going to bed as I always feel I don't have enough sleep.

Retirement dreams?
Traveling with my wife and my son, reading books, seeing movies and cartoons that I don't have time to do now.

Manager's profile
"Mr. Bai has always been an earnest, diligent, careful and considerate employee. He is knowledgeable about IT and has an outstanding ability to learn new things."

— Zhou Qun, director, Information System Department, CCW Group

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Istvan Bíró *IDG Hungary*
Ellen Daly *IDG Enterprise*
Viktor Fulop *IDG Hungary*
Jonathan Guloyan *IDC*
York von Heimburg *IDG Germany*
Karen Ren *IDG China*
Howard Sholkin *IDG SMS*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

4 APRIL 2011
VOLUME 41, NUMBER 13

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

More online

Interview with IDG Communications CEO Bob Carrigan

Log on to IDG Central to listen to a 10-minute podcast with IDG Communications CEO **Bob Carrigan.** Carrigan offers a snapshot of the company's fiscal performance at the halfway point of FY11; discusses what it means for IDG to be a category leader; and shares some thoughts on the mobile space, the opportunities it offers and IDG's Mobile Hub.

Inside this issue

IDC Sweden ventures into mergers, acquisitions business *page 2*

IDG ad units are on IDG Central *page 2*

One on one: IDG Switzerland Country Manager Michael Hermann page 3

IDG Netherlands refurbishes IDG Sweden's apps in India *page 4*

Celebrating 20 IDG Germany's Andrea Piontek *page 8*

The new platform allows IDG Sweden to target ads to specific device types or operating systems.

IDG Germany revamps iPhone, Android apps

Computerwoche, CIO, TecChannel apps offer continuously updated content

IDG Business Germany has launched three completely updated iPhone and Android apps for its CIO, Computerwoche and TecChannel brands. CFOworld will follow at the end of April. Versions for the Blackberry will appear in May. Users were alerted to the availability of the new apps via print ads in the IDG Business magazines. Web banners and newsletter ads will follow.

Each of the apps is integrated with its respective website and displays continuously updated content on the user's mobile device. In addition, the apps offer users enhancements including:

- An integrated QR code scanner, which makes it easy for readers to scan the QR codes in IDG's print publications.
- The ability to share content via e-mail, Twitter, LinkedIn and Facebook.
- Bookmark functionality that lets users tag content for later reading.
- Access to whitepaper libraries (CIO, Computerwoche and TecChannel).
- Access to a product database (TecChannel).

*IDG Business Germany's mobile team comprises (l-r): **Karsten Linde**, account manager, mobile; **Sebastian Nissen**, content manager, mobile; and **Amin Hammami**, mobile developer.*

All of the apps are free, said **Karsten Linde**, account manager, mobile, for IDG Business. "Our strategy is to develop the installed base first, and then we will consider options for reader-revenue-based opportunities related to the apps as well as the launch of additional apps for which users will pay."

The revamped apps are proving popular with users. To date the new Computerwoche has had 3,000 downloads, CIO 1,080 downloads and TecChannel 1,450 downloads.

Enterprise communications systems provider Avaya

continued on page 5

IDG Sweden introduces custom-made mobile publishing platform

IDG Sweden recently launched new mobile sites for most of its print and online brands, 20 sites in all. The new, custom-made mobile publishing platform, which is integrated with IDG Sweden's online content management system, allows for "a much better user experience, especially for users with new touch screen devices, as well as new targeting possibilities for advertisers," said **Pontus Jeppsson**, IDG Sweden business manager, Paid Services and Mobile.

The mobile sites' old platform wasn't well suited for modern touch screen devices, Jeppsson said, and had compatibility issues, bugs and stability problems. "We spent the last year focusing a lot on iPhone and Android apps — and we've had a lot of success with them — but we believe that in the long term browser-based mobile services will be a more important platform for our editorial products." About a year ago IDG Sweden decided it was time to give its mobile sites a much-needed facelift.

Jeppsson said his team contacted several local companies that specialize in mobile development, eventually deciding on a company called Mobiento to design, develop and host the new sites. "At the same time, we contacted our ad serving partner, Adtech, to talk to them about how we could improve our offerings to mobile advertisers," he said.

The new platform allows IDG Sweden to target ads to specific device types or operating systems, something Jeppsson said a lot of advertisers have requested, "especially if they want to drive downloads to an iPhone or Android app." IDG Sweden has also introduced a new ad format it calls a 'mobile splash,' a banner ad that takes up almost the entire screen and is shown one time per unique visitor per day.

Computer Sweden was chosen as the pilot mobile site to "sort out all technical and design issues," Jeppsson said. It launched in January, and the remainder of the

continued on page 4

newsworthy

In brief

IDC Sweden ventures into mergers, acquisitions consulting business

IDC Sweden has expanded its array of client offerings to include consulting services for acquisitions, mergers, outsourcing and business processes for the IT and telecom industries.

Johansson

Sörensen

Earlier this year, the company hired two industry leaders, **Peter Sörensen** and **Mattias Johansson**, to spearhead the new business. They each have corporate finance experience at several Scandinavian investment banks and for the past 15 years have provided advisory services to publicly listed and private companies regarding funding strategies, IPO preparations, valuations, acquisitions and divestments. Both now have the title of principal analyst.

"We believe the combination of financial expertise and IDC's deep industry knowledge gives our customers a greater opportunity to find suitable partners both from an industry perspective and from a financial point of view," said IDC Sweden Managing Director **Nils Molin**, who oversees a 10-person team in Stockholm.

The new program is similar to one that IDC Australia has had for a number of years, Molin said. The team will initially target clients in Sweden but will reach out to other Nordic countries as well, he added. Potential clients are companies that are looking to buy another firm or are looking to be acquired.

Sörensen's and Johansson's first IDC project is with a company that provides specialized IT services. The team will assist in setting up an investment proposition, provide a valuation for the company, locate a buyer and finalize the transaction.

"Given that the IT services market is poised for growth, and there is a relatively small workforce in the Nordic markets with the right skills, our view is that M&A activity will greatly increase in the coming years," Molin said.

Write to nmolin@idc.com. WU

Research Services ads debut; online ad units for four IDG brands available

The most recent addition to IDG's year-long marketing campaign rolled out April 1, when online promotions for IDG Research Services began to appear in Ad Age, BtoB Online and similar sites that are targeted toward tech markets and agency professionals.

Just over a year ago, the "Think Tech, Think IDG" marketing campaign debuted as a way to change that audience's perceptions about IDG, repositioning the company as not simply a leading tech publisher but as a category leader providing social media, ad network and lead-generation products and services.

Animated ads for IDG, IDG Connect, Amplify and IDG TechNetwork are on IDG Central.

The animated banner ad campaign began with the IDG brand itself ("Introducing IDG"). Later, Amplify, Social Scout and TechNetwork rolled out consecutively, each also for a three-month period. Each ad concludes with a tagline for the related IDG business and a link to a microsite on www.knowledgehub.com for more information.

IDG Research Services' campaign aims to demonstrate the value of IDG's marketing and media-related research for tech marketers and agencies and how IDG can help them to gain valuable insights related to their brands, advertising, markets and customers.

Ad units for IDG, IDG TechNetwork, IDG Connect and Amplify are available in five different sizes on IDG Central for any business unit to use in their online marketing efforts. See the Think Tech link on the home page of IDG Central or in the Marketing Knowledge Center.

Write to IDG Strategic Marketing Services Senior Marketing Manager ***Teresina Cardamone*** *at teresina_cardamone@idg.com.* WU

CIO Executive Council partners with CIO, Executive Programs for workshop

IDG's CIO Executive Council recently announced a multi-city workshop series focused on helping female executives advance their careers in the male-dominated profession of IT. The workshop content stems directly from the Council's Executive Women in IT (EWIT) community of practice advisors, comprising more than 200 women dedicated to advancing the profession of information technology and mentoring other women in the field.

The first three workshops are sponsored by Dell and will take place in Boston, May 10; San Francisco, June 9; and Chicago, July 12, with more cities to follow. The workshops represent a partnership between the CIO Council, CIO's sales team and IDG Enterprise's Executive Programs. **Kathy Sullaway**, director, channel sales, CIO Council, had been exploring ways to offer leadership development workshops using the Executive Program's event sponsorship model and teamed up with **Adam Dennison**, VP/associate publisher, CIO, to sell the sponsorships. The workshop will be jointly produced by the Council and the Executive Programs group at IDG Enterprise.

Pamela Rucker, president, The Rucker Group, and co-chair, Executive Women in IT, will lead the program and set the stage by providing background to the CIO Executive Council's "Top 10 Most Important Pieces of Advice for Executive Women in IT", created by female senior IT executives around the world to document their most important advice to women at all stages of their careers. Attendees will have an opportunity to assess the leadership behaviors associated with the Top 10 pieces of advice and take a deep dive into three key areas: gaining a broad view of business, being a trail blazer and risk taker, and identifying the impact of one's personal life on one's career. Rucker, along with a panel of accomplished female executives, will share real-life scenarios and success stories that will help attendees design strategies they can immediately apply in their current positions to further their career aspirations.

"As chair of this community of practice, our goal as a community is to assist women in business to build lasting relationships and identify executable strategies for success in the IT profession," said **Pamela Stenson**, SVP & GM, CIO Executive Council and chair of Executive Women in IT. "This upcoming workshop series and our partner, CIO magazine, and sponsor, Dell, will examine in detail the top challenges in career advancement and provide more opportunities for women to embrace and pursue technology-intensive careers," she said.

Employees are encouraged to extend an invitation to attend this workshop to any female IT colleagues in their networks. The workshops are not intended for IT vendors, consultants or analysts.

For details visit http://events.cio.com/ewit or contact Deb Stark, director of marketing, CIO Executive Council, at dstark@cio.com. WU

one on one the interview

Michael Hermann
The country manager of IDG Switzerland is this week's columnist. Reach him at michael.hermann@idg.ch.

"We were very impressed by IDG Netherlands' Techfish app, and they have been willing to share their code with us, so we are working to adapt it to our sites. Why should we develop something completely new when a very good solution is presented on a silver plate?"

Q In a previous column (2009) you indicated that the print to online transition was proceeding very slowly in Switzerland. Has that situation changed?

A Yes, the transition from print to online was proceeding very slowly in 2009 in Switzerland. Switzerland is a very conservative print-centric country with regard to media spending but also a very sophisticated country with regard to use of technology in general. In 2007, Swiss companies overall spent approximately 1% of their ad budgets online, and this has increased 1% each year, so we are at a 4% share in 2010 and probably a 5% share in 2011. Print was at a 51% share in 2010, at a 52% share in 2009 and at a 55% share in 2008. Print is decreasing, online is increasing — still a little bit slow as a general market trend, but within the sector IDG Switzerland is serving with its print and online publications the transition is really moving forward fast.

In FY09, IDG Switzerland's revenue split was 82% print and 14% online; in FY10 it was 77% print and 21% online (print revenues remained stagnant). In FY11, we are expecting just a 67% share from print and 31% from online. Advertisers had to reconsider their strategy during the financial crisis. They did not have that much advertising budget left and they wanted an effective and measurable performance from the money they invested, so they began to look to online.

We have been very successful with online display campaigns, newsletter advertising and partnerzones. In Switzerland, it is not the audience slowing down the transition from print to online — Switzerland is No. 5 after the Nordic countries with regard to broadband Internet subscriptions, use of Internet generally and with regard to availability of the latest technologies. Far behind Switzerland you can find Germany and the United States. Switzerland is a modern and highly sophisticated country and so are the Swiss people.

Q Do lead-generation programs face special challenges in small markets like Switzerland?

A Well, the lead-generation business in Switzerland is definitely not easy. We are confronted with a market where most key decision makers know each other personally. For many established local companies there is no reason to run a lead campaign. At the same time, the Swiss are not really famous for being willing to share their lead information.

IDG is the only publisher to run classic lead campaigns in Switzerland. It does make sense for companies that do not know the Swiss market that well or for companies that want to explore new business areas.

For IDG Switzerland it is important to run the lead business; it is not only a business, it is a kind of service to customers who are interested in generating leads and I think, as a market leader, it is important to provide a service like this. We are investing a lot of time in the handling of our lead campaigns. We are trying to establish a database of professionals who are open to this kind of business, and we are working together with specialized companies for telephone marketing, as we do not have a dedicated team for our local lead business — everyone is involved in the business on a part-time basis.

Despite all of our efforts during the past couple of years the classic B2B lead business is generating just about 3% to 4% of our total online revenues and it is still not a big seller in the Swiss market. But we know that Swiss leads are in great demand internationally and there would be great revenue potential. We had a meeting with IDG Global Solutions recently, and we want to work even closer together with them in order to improve our business model.

Q What's the mobile market like in Switzerland?

A Switzerland is an iPhone and iPad country. During the first three months following the launch of the iPad last year more than 50,000 iPads were sold in Switzerland, which is a lot in a country of 4.5 million. Android and Blackberry products are relatively far behind. For the last couple of months, for example, about 1% of our visits on pctipp.ch came from an iPhone, just 0.3% of all visits originated from an Android-based smartphone and 0.01% from a Blackberry.

People here connect to the Internet via a combination of PCs, mobile and tablet devices. The mobile market is important, but as most companies have Internet access anyway and high-speed access is available in a huge percentage of private households as well, mobile access is a very good complement for 100% accessibility. But mobile connections are still not that cheap, especially if you start downloading or uploading data.

Q Any plans to launch a Macworld title?

A We do not have any plans to launch a Macworld title in print as Apple does not invest much in traditional advertising in Switzerland. IDG Germany is present at Swiss newsstands with its Apple product. We do have www.macworld.ch redirected to www.digitalliving.ch, and we did implement a Macworld section within our site. One of the most well-known editors for Apple and Mac products in Switzerland (Klaus Zellweger) is working for us on an 80% basis. We will likely launch macworld.ch as an independent website at some point, but it is not a priority for us at the moment.

continued on page 7

IDG Netherlands refurbishes IDG Sweden's apps in India

Digital Life for the iPhone is the first app released by IDG Netherlands based on source code provided by IDG Sweden.

As part of IDG Netherlands mobile strategy, the Amsterdam-based business unit strives to re-use source code of other IDG business units if possible. Currently, five Android and five iPhone apps based on source code from IDG Sweden are being refurbished by developers in India. The first result of this is the recently launched Digital Life for iPhone (http://tinyurl.com/6jxb9lq) ,which has had13,000 downloads in nearly three weeks. Coming soon will be MacWorld and Computerworld news reader apps for both Android and iPhone devices. All the apps are available for free.

"We could have started from scratch," said Publisher **Jeroen Jonker Roelants**, who is responsible for this project, "but since these are pretty straightforward news reader apps, we reckoned there could be some interesting economies of scale in re-using Swedish source code and refurbishing it for 10 new apps at once." The original apps (for Macworld Sweden) were built in-house by IDG Sweden. The refurbishing is being done by ICT consulting company Sogeti (www.sogeti.com/), which has one of its development centers in Bangalore, India.

"This collaboration with IDG Netherlands comes at exactly the right time," said Wim Hofland, mobile apps advocate at Sogeti and project manager. "We are in the midst of a process to set up a worldwide app development center where re-use and refurbishing are key to success."

The Digital Life for iPhone app acts as the model for the other apps to be built. "All we are changing are the content feeds, the color schemes and fonts. The rest of the original app stays more or less the same," Jonker Roelants said. The first app took about 10 weeks to build, Jonker Roelants said, "but now we will be releasing about two a month."

Jonker Roelants said he is pleased with the way the project is going. "This is the global village at its best. Our project coordinator is a Swede who lives in Brazil. He in turn instructs the Indian developers. It all goes quite smoothly!"

IDG Sweden provided the source code at no cost. Jonker Roelants said his team is happy to pass along the source code to any other business unit interested in repurposing it for their own apps. "We would definitely recommend Sogeti as a partner for other business units looking to use a third party to modify the source code," he added.

For more information, contact Jeroen Jonkers Roelants at jjonkerroelants@idg.nl. WU

IDG Sweden mobile

continued from page 1

*Among the employees working on the new mobile platform (l-r): **Linus Larsson**, Computer Sweden news editor; **Carl Grape**, Web manager, IDG.se and IT24; **Johannes Hansson**, Web developer; **Joel Westerholm**, MacWorld Sweden and CAP&Design online editor; **Pontus Jeppsson**, IDG Sweden business manager, Mobile.*

sites were rolled out in two batches — one for IDG Sweden's B2B sites and one for the consumer sites — about six weeks ago. "Before this project we had 13 mobile sites. These were completely redesigned and moved to the new platform," Jeppsson said, "and we built mobile sites for brands that didn't have one."

The extant sites were completely redesigned and adapted to touch screen devices. "Readability and ease of navigation were our main focus while designing the mobile sites," Jeppsson said. "We'd also done a lot of back-end development that enabled us to show a lot of content on the mobile sites that we couldn't do before, such as slideshows, video and reader comments."

According to Jeppsson, the new mobile platform makes it "easier and more fun" for users to browse the sites and read articles. "We can see that users click more and stay longer on the site," he said.

Before the launch IDG Sweden's mobile sites had approximately 13,000 unique visitors and 120,000 page views per week. Today they have 18,000 unique visitors and 180,000 page views per week. "Our total mobile traffic, including apps, is 50,000 unique visitors and 1,200,000 page views per week," Jeppsson noted.

IDG Sweden decided early on in the project to do one version of a mobile site for all types of devices. Jeppsson noted that some functions work slightly differently depending on what kind of device the user has. "For example, you can navigate through slideshows by swiping left or right across the picture if you use an iPhone or Android phone," Jeppsson, said, "but if you have a device that doesn't support that there are buttons that takes you to the next picture. But it's still the same code running in the background."

The mobile site refresh project was managed by Jeppsson but all the design and development was done by Mobiento. "We did some back-end development in house to enable us to export content to the mobile platform, but Mobiento did most of the development."

Write to pontus.jeppsson@idg.se. WU

Mobile ad sales up 400%

Ad sales for IDG Sweden's mobile network, which includes both apps for iPhone and Android as well as the new mobile sites, are up 400% in FY11 compared with FY10.

See this article on IDG Central for more about the Premier 100.

CW hosts 12th annual Premier 100 IT Leaders Conference

Computerworld showcased top IT leaders at its Premier 100 ITLeaders Conference, an event that also gives IT executive attendees a chance to network with their peers and the CW staff the opportunity to spend time face-to-face with its audience. Some 340 IT executives attended the 12th annual event March 6-8 in Palm Desert, Calif.

*Among the staff that made the Premier 100 click: (L-R): **Maryfran Johnson**, editor-in-chief, CIO; **Julia King**, executive editor, Events, Computerworld and overall moderator and content developer for the conference; **Anne McCrory**, VP, Editorial Event Strategy, IDG Enterprise; **Pam Stenson**, SVP/general manager, CIO Executive Council; **Ellen Daly**, VP, Executive Programs, IDGE; **Erica Foster**, client services specialist, IDGE; **Lauren Wilson**, senior marketing specialist, IDGE; **Abbey Weintraub**, event content specialist, IDGE; **Deb Begreen**, director, Event Operations, IDGE; and **John Amato**, VP and publisher, Computerworld.*

This year's conference included a variety of new breakout sessions, tracks and career-focused sessions, one with a panel of CIOs who have moved among various C-level roles and executive posts at their companies, which "showed the expanding role that CIOs are playing and their real need to have both business and technology knowledge," said **Julia King**, Computerworld executive editor, Events and National Correspondent and Premier 100 moderator.

The event concluded with a black-tie dinner honoring 100 individuals whose work and innovation significantly benefited their companies and organizations. A group of 12 judges -- all Premier 100 alumni – helped Computerworld editors choose the finalists.

New this year was a VIP Lounge for honorees and honoree alumni, a concept developed by Events Marketing/Registration Coordinator **Kristin Jeannotte** that will be a sponsorable item at future events. The team also started a new tradition with Premier 100 logoed lapel pins to make it easier to identify current honorees and alumni, which King said were "hugely popular."

Write to jking@computerworld.com. WU

IDG Germany apps

continued from page 1

signed on for a five-month stint as the launch partner for all three apps. For its sponsorship, the company receives:

- Preloader/splash screens of its logo appear beneath the IDG logo for five seconds as the app is loading.
- Mobile banner ads that appear beneath articles or inline.
- An IDG Germany developed mobile microsite (http://apps.netbiscuits.com/159131/CWAV/Home.rbml). "These days, even the big IT companies do not have mobile landing pages," Linde said, "so this is a valuable offering. We can integrate Avaya's assets including video, pictures and links to client's website and product pages."
- Mobile survey on unified communication including mobile questionnaires for each brand.

To date, the campaign has performed very well, said Linde, with click rates over 2% on the banner ads and 300 completed surveys providing excellent customer insights for Avaya. Linde said the company also provides Avaya with basic site metrics for the microsite.

Sebastian Nissen, content manager mobile at IDG Business, coordinated the app-development project. "The apps were developed in-house by IDG web management and our mobile developer **Amin Hammami**. It is a huge advantage if both parties sitting are close to each other and can discuss urgent issues instantly," he said.

*IDG Business Germany's Web Management team includes (l-r): **Joerg Breit**, Web coordinator; Dr. **Sabine Anegg**, Web development; and **Mike Hartmann**, Web coordinator.*

PC-Welt has also adapted the app source code and plans to launch an app in the next few weeks, Nissen said, adding that the source code is available for any IDG business unit interested in adapting it for their own use. Anyone interested in HTML5-based apps or using the source code, should contact Nissen or Hammami.

IDG Business Germany's fourth brand, CFOworld, will launch its first app, which is for Android and iPhone users, at the end of April; a CFOworld iPad app will launch in the same timeframe.

For more information, contact the German Mobile WU

noteworthy people

Promotions

Hamblen

Computerworld's Matt Hamblen, previously senior feature writer, has been promoted to senior editor. "Matt has worked tirelessly in covering the Mobile/Wireless beat," said Editor-in-chief **Scot Finnie**. "He has developed sources and deepened his knowledge of the beat, providing CW with authoritative stories, insightful analysis and breaking news on the latest smartphone, tablet and e-reader trends and products. His stories appear regularly on Google News, and his page-view numbers are soaring. Mindful of Computerworld's core readership of IT professionals, Matt writes extensively about enterprise issues. Over the last two years, Matt has significantly improved the quality and quantity of his output, becoming more authoritative in his reporting and writing. He has clearly been working at a new level." *matthew_hamblen@computerworld.com*

Gagne

Also at **Computerworld**, Online Associate Editor **Ken Gagne** has been promoted to senior associate online editor. "Ken's role at Computerworld has grown significantly since he was hired as an associate communities editor four years ago," Finnie said. "In addition to overseeing our comments and graciously responding to reader e-mail, Ken oversees our Facebook efforts. Ken also leads Computerworld's video-production efforts, helps put together image galleries, and writes features for online and print, joining the features editors at their regular meetings. Ken's insights and perspectives attest to a fierce intelligence." *ken_gagne@computerworld.com*

Kittredge

JOE MOLA

Circulation Coordinator **Mary Kittredge** has been involved in many projects for IDG Enterprise brands over the past three years, and last month "her hard work and dedication earned her a much-deserved promotion to circulation specialist," said IDGE VP/Circulation and Distribution **Debbie Winders**. Initially focused on fulfillment for CIO and CSO magazines, after six months she was given fulfillment responsibilities for Network World and deployment of renewal and new name e-mail efforts. In May 2009, Mary took over the Traffic/Distribution responsibilities. "Her diligence resulted in an enormous amount of streamlining the workflow," Winders said. "Last year she took over the vetting process for the CIO Linked-In Forums and helped with the management of paid subscriptions for The Security Smart Newsletter. She did such an amazing job, we gave her CW, NWW, CSO and CFOWorld LinkedIn Forum membership vetting as well." *mkittredge@idgenterprise.com.*

New employees

Geuss

Previously a fact-checker at Wired magazine, **Megan Geuss** joins PCWorld as a staff editor. She has a B.S. in political economy and French from the University of California/Berkeley and enjoys travel, running and reading. *mgeuss@pcworld.com*

Transfers

Holt

Chris Holt, who joined IDG in 2008 and has most recently served as associate editor at Macworld, is GamePro's new senior associate editor. He has bachelor's and master's degrees in English literature from Stanford University and enjoys rock climbing, punk music, yoga and skiing. *cholt@gamepro.com*

IDG/IDC runners invited to join team for J.P. Morgan Corporate Challenge

Anyone interested in competing in the upcoming J.P. Morgan Corporate Challenge as part of the IDG team is invited to contact IDG World Expo's ***Ron Moreau*** *for more information.*

Over the past years, various IDG business units and departments have fielded teams in the annual J.P. Morgan Corporate Challenge, a 3.5-mile run through the streets of downtown Boston that routinely attracts over 12,000 runners. This year, a group of employees, led by IDG World Expo Sales Director **Ron Moreau**, is hoping to gather runners from IDG and IDC to run together as one big team.

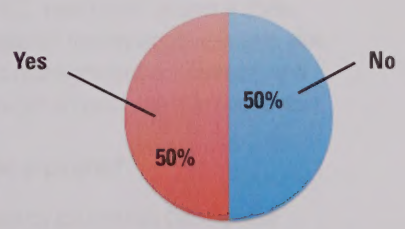
This year's race is June 2 and registration begins on April 4. Teams will gather on Boston Common for a 7:15 p.m. start. A post-race party is being planned at a downtown location; details to follow. Runners in the J.P. Morgan Corporate Challenge must run as part of a team that has a minimum of four members. Moreau said he is hoping to see as many IDG runners as possible this year "so we can make a run at the team title!"

"Now in its 35th year, the J.P. Morgan Corporate Challenge is an annual running tradition that is truly one of the city's most anticipated sporting and social events of the year," said Moreau. "It has a mini-Boston Marathon aura to it and it's a great time to see old and new friends. And of course, the 're-hydration' activities are equally fun!" Proceeds from the race series benefit a variety of not-for-profit and charitable organizations in the cities in which the races are held.

Anyone interested in joining the IDG team should visit www.jpmorganchasesecc.com on April 4 to register. The event generally sells out quickly so if you're planning to run, don't wait. Please contact Ron Moreau for more details at moreau@idgworldexpo.com or 508-424-4804. WU

Question of the Week results for March 28

Have you ever read an e-book?



Log on to www.idgcentral.com to vote on this week's question:
Do you think the European Commission will find that Google has violated anti-trust laws?

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Judit Fülöp *IDG Hungary*

22
Basilio Rodriguez *IDG Spain*

21
István Bíró *IDG Hungary*

19
Ruth Sager *IDC*

18
Doreen Francy *IDC*

16
Brian Kornegay *IDC Singapore*

11
Peter Nyström *IDG Sweden*
Markus Schwerdtel *IDG Germany*
Anne McDonald *PCWorld*

10
Volkert Deen *IDG Netherlands*
Ilona Bíró *IDG Hungary*
Magdalena Rajkowska *IDG Poland*
Annette Berg *IDC Nordic/Denmark*
Shari Redan *PCWorld*

9
Loren Drennan *IDC Canada*

8
Angela Chan *IT World Canada*
Premi Gokani *IDC U.K.*

7
Gábor Orosz *IDG Hungary*
Jie Wu *IDC*
Francisco Nogal Serret *IDC*
Emily Tee *IDC Singapore*
Amy Singer *PCWorld*

6
István Dervenkár *IDG Hungary*
Endre Kis *IDG Hungary*
Iveta Hanclova *IDG Czech Republic*
Aranzazu Asenjo *IDG Spain*

5
Christine Monod *IT World Canada*

4
Ewa Jadczak *IDG Poland*
Hideki Hanaoka *IDC Japan*
Jeff Radecki *IT World Canada*
Justin Jaffe *IDC*
Karsten Bundgaard *IDG Denmark*
Mark Sullivan *PCWorld*

3
Dileepan Thangavel *IT World Canada*
Jacky Xue *IDC China*
Nephi Zhang *IDC China*
Chin Boom Lim *IDC Malaysia*
Cara Ventura *IDG Australia*

2
Brice Wandebrouck *IDC France*

1
Camila Nogueira *Now!Digital Business*
Gabriela Mendes *Now!Digital Business*
Rohit Mehra *IDC*
Zbynek Hutar *IDG Czech Republic*
Hover Xiao *IDC China*
Rosemary Spragg *IDC New Zealand*
Danile Dudziak *PCWorld*

Any business unit wishing to have its employees' anniversary dates listed in this column may send details to world_update@idg.com.

Customize your IDG Central password

To create a more user-friendly password, click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts.

While you are in My Profile, you can also can add a profile photo and biographical info, invite colleagues to be part of your network, join a discussion group and add a post in the "What are you working on?" feed.

One on one

continued from page 3

Q What are you doing with app development?

A We have talked a lot about different solutions and have decided to develop an app for PCtipp and probably for DigitalLiving as our top priority. We were very impressed by IDG Netherlands' Techfish app, and they have been willing to share their code with us, so we are working to adapt it to our sites. Why should we develop something completely new when a very good solution is presented on a silver plate? We are planning to ask for a fee for downloading our app (Swiss Francs 2.20 [US$2.40] or 3.30 [$3.6]) because we find that mobile users download apps for small fees without thinking too much.

Q You are about to launch your third survey of the Swiss IT market. Can you describe this project?

A We will launch our third survey on April 7. It is a cooperative effort between IDC and IDG Switzerland. We look at it as an entire package spanning print, online and events with each of us focusing on our core competence. IDC is responsible for the handling of the survey in general and for the events organization and sponsor sales. IDG Switzerland is responsible for the recruitment of survey participants from our audience, for creating a great survey special with all relevant data included and for advertising sales within the publication.

Beside the financial aspect, the benefit of this project to IDG Switzerland is that it strengthens our Computerworld brand among our audience as that of both an online and print publication and an event organizer that provides the audience with exclusive and top-quality content. One project will also be to develop a high-end paid content offering possibly combining data from our Swiss IT survey with exclusive data from our Top 500 survey. It is not a small project, but I think this would be very valuable and unique content for an exclusive Computerworld audience — and it will be a reader revenue project.

Q How big a role do events play at IDG Switzerland?

A Events are generating 2% of our total revenues — the potential is higher. During the financial crisis no customers wanted to invest in sponsoring events. So we had to downsize our events department and efforts. UCC (Unified Communications and Collaboration) remained as the only established event. Vendors are now more willing to invest in sponsorships, and we just had a very successful UCC event with almost a 25% increase in sponsor revenues against the previous year. Last year we have launched a document management conference, and this year we are planning to launch a cloud event in September.

Q Any new products in the pipeline?

A Yes, we have been impressed by IDG India's CIO Special (100 Things to Know). We have stolen their idea after **Louis D'Mello** [IDG India president and CEO] sent us some copies. Soon to come: a CIO special with interviews of top CIOs. WU

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Germany Production Specialist ***Andrea Piontek*** *traveled to the western U.S. with her daughter in August 2010.*

Joined IDG Germany
April 1, 1990

Career path
I started in the Disposition Department, in the days before everything went digital, making the layout, controlling ads and films, coordinating and compiling the magazines. Since then I have worked in Layout and Photo Editing and now in Media Production.

Why I chose this trip
As far back as I can remember, I have been fascinated by America's Southwest, especially the vast landscapes, canyons, vibrancy of colors and its diversity of cultures. Having traveled to this area several times in the past, I was excited for the opportunity to expose my 12-year-old daughter to the same experience.

Who I traveled with
My daughter and I joined a small group of 20 other tourists.

My favorite actor, Robert Redford, and me at Madame Tussauds.

The view at the Grand Canyon was amazing.

I had been to Bryce Canyon and some other locations before, but this was my daughter Maxi's first trip to the U.S.

Trip highlights
Our trip started in Los Angeles and took us to one of my favorite places, the Grand Canyon. From there we drove to Utah's Monument Valley, where we took part in an adventurous jeep tour. Next we visited the cliff dwellings in Mesa Verde, a region in southwestern Colorado, and learned about the vibrant history of the Anasazi people from hundreds of years ago.

Our trip continued through Canyonlands, the largest national park in Utah, and then to Arches National Park, near Moab, southeast Utah, the location of over 1,000 beautiful red sandstone arches. Additional stops on the way were Bryce Canyon, ZionNational Park, the glitzy city of Las Vegas and Death Valley. After a visit to majestic Yosemite National Park and a shopping spree in San Francisco, we returned to Los Angeles to spend the final days of our journey.

Sadly, there was no sight of Miley Cyrus, but my daughter enjoyed every minute at Universal Studios and Madame Tussauds. Highlights for me were once again Arches National Park and Bryce Canyon. Although we won't soon forget how tired we were by the end of the trip, which took us across four states and covered over 4,000 km, our minds are filled with unforgettable images, and we will always remember this special mother-daughter adventure. WU

Spectacular: Monument Valley with rain and sandstorm.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Teresina Cardamone *IDG Strategic Marketing Services*
Michael Hermann *IDG Switzerland*
Pontus Jeppsson *IDG Sweden*
Karsten Linde *IDG Germany*
Nils Molin *IDC Sweden*
Ron Moreau *IDG World Expo*
Andrea Piontek *IDG Germany*
Jeroen Jonker Roelants *IDG Netherlands*
Deb Stark *CIO*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

11 APRIL 2011
VOLUME 41, NUMBER 14

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Enterprise's Tech Briefcase app aims to build database

Code may be customized by IDG units for non-English-speaking audiences

Need more names in your database? There's an app for that. IDG Enterprise's newly released Tech Briefcase app gives users unlimited access to a library of white papers in exchange for basic business card registration information.

"We're targeting anyone who can benefit from a one-stop shop for IT white papers, and we think it will be especially useful for senior IT management."
— Gregg Pinsky, SVP, GM, Online Operations, IDG Enterprise

The free app runs on Apple's iOS and is available in the App Store. A companion web portal (http://technologybriefcase.com) allows users to access their briefcase of saved white papers from any device.

Developed by a team led by **Gregg Pinsky**, SVP, general manager, Online Operations; **Ray Anderson**, CTO; **Bill Rigby**, director of ad operations; **Matt Goebel**, executive producer, Online Operations, and **Jason Croci**, senior web applications developer, the app was built in partnership with a third-party developer using Linux/Java/MySQL-based open standards.

"The Tech Briefcase app gives users easy access to a deep library of more than 4,000 white papers from IT vendors," said Pinsky. "We're targeting anyone who can benefit from a one-stop shop for IT white papers, and we think it will be especially useful for senior IT management." The app allows users to search, store and share IT white papers from across the Web, Pinsky said. White papers can be tagged and organized in various folders for easy reference.

A typical user of the app has a technology decision to make at his or her organization, Pinsky explained, "and we know that white papers are one of the best tools being used right now to make these decisions." Users can save white papers they need to their briefcase

continued on page 5

More online

Interview with IDG Communications CEO Bob Carrigan

Log on to IDG Central to listen to a 10-minute podcast with IDG Communications CEO **Bob Carrigan.** Carrigan offers a snapshot of the company's fiscal performance at the halfway point of FY11; discusses what it means for IDG to be a category leader; and shares some thoughts on the mobile space, the opportunities it offers and IDG's Mobile Hub.

Inside this issue

IDC's Africa CIO Summit draws attendees from 11 countries *page 2*

PC Advisor Awards party focuses on fun *page 2*

IGS names new sales rep in Southeast Asia *page 2*

One on one PCWorld | Macworld's Mike Kisseberth *page 3*

IDG Australia's channel survey finds ARN the leader *page 4*

Celebrating 10 Germany's Manuela Eue *page 8*

PC World Norway's editorial prank yields surprising results

It was no joke: April 1 turned out to be an impressive day in terms of visitor traffic and positive branding for PC World Norway. The way it happened, though, was indeed an April Fool's prank.

On April 1, PCWorld.no ran a fake news story about a 23-year-old Norwegian student, Yngve Stenseter, who had developed Dorkblaster, a program so simple "even your grandma will be able to hack into your neighbor's PC or smartphone if your neighbor is sitting on a wireless network."

The article, written by IDG Magazines Norge Editor-in-chief **Bjørn Unnersaker**, recommended that readers should download the program to find out if their own network was secure enough. However, it strongly advised readers not to hack into their neighbors' networks, since that would be illegal.

PCW Norway provided a link to Dorkblaster, which was a fake-but-functional program developed in two days by a regular contributor, Mohammed Sourouri,

Norwegian hacker program gives full access to your neighbor's wireless network, computers and smart phones.

PCW Norway fielded several hundred positive comments about the prank on its Facebook page, in forums, in article comments and via e-mail.

in cooperation with the editorial staff. Unnersaker described how the program unfolds:

1. It appears to initialize and find the IP addresses on your computer.
2. When you choose one of them, the program be-

continued on page 5

in brief newsworthy

IDG Global Solutions names new sales representative firm in SE Asia

IDG Global Solutions has appointed a new company, Transaction Media Limited (TML), as its sales representative for Taiwan, Hong Kong and Singapore as well as Malaysia, Indonesia, Thailand and Philippines. The representation is effective June 22 for Taiwan and effective as of late March for the other markets.

TML will work with technology marketers and agencies that are planning campaigns in multiple countries, said IGS VP/US and APAC **Michael Mullaney**. "The new partnership will allow us to grow our market share from Taiwan through increased client focus and relationships," he said. "And with Singapore and Hong Kong as the APAC marketing headquarters for the majority of our global customers, we'll be able to take the innovative products and solutions that IDG offers globally and make them available from these important markets."

TML Managing Director **Nitin Joshi** had a relationship with IDG in the 1990s when he was VP/Global Sales at Reed Business in the U.K., an IDG sales partner at the time. He founded TML in 2003 and has spent 15 of his 30 years in the international media business in Asian markets. He will be moving from Taiwan to Singapore in the coming months to oversee TML's new business there.

Joshi

Joshi said his team is "hugely excited" to be IDG's representative in the region. "We are also most eager to ramp up IDG Connect's lead gen offering across our client base as we believe this will play a highly significant role in all our integrated offerings. The end game is about making sure that we overachieve on our clients' best expectations, be recognized as the organization that delivers a global marketing center of excellence topped off with superb customer service. We seek to build solid revenue streams for our publishing partners as well as to be a responsive and reliable sales partner on the ground.

TML's team includes Assistant Manager **Jay Yiu** and Senior Sales Support **Stephanie Wu**.

Write to michael_mullaney@idg.com. or nitin@transactionmedia.com. WU

PC Advisor Awards party shuns ceremony in favor of celebration

They came, they bowled and they had a great time — and IDG U.K. added to its bottom line. That summed up the mission and the successful results of the second annual PC Advisor Awards party, held last month at the vintage-themed Bloomsbury Lanes in London. Some 200 people attended, including award winners and nominees, IDG staff and representatives of sponsors, IDG partners and media agencies.

"We have a defined goal of what we want to achieve," said PCA Editor **Matt Egan**, who emceed the presentation of 32 hardware, software and reader awards along with IDG U.K. Head of Mobile and PCA Editor-in-chief **Paul Trotter.** "We're not looking to rival some of the big, plush awards ceremonies other titles produce. This is an opportunity to promote ourselves and our brand to the key players in our industry. If at the same time we generate some profit, create interesting editorial and — not least — give our hard-working team a good night out, so much the better."

*PCA Editor-in-chief **Matt Egan** (l) presents the Best Specialist IT Retailer Readers Award to Brian Travaskiss, operations and marketing manager at MoreFrom Group.*

Since the winners and nominees were announced online and over the course of three PC Advisor issues, "the evening itself is more of a celebration of the past year," Egan noted. "We make a virtue of getting the ceremonial aspect out of the way reasonably quickly so that everyone can get on to the fun and games."

Dell and Webroot joined one of last year's sponsors, HP, to support the event, receiving coverage in print, online and at the event itself.

Write to matt_egan@idg.co.uk. Complete awards listings at www.pcadvisor.co.uk/awards/. WU

IDC's Africa CIO Summit draws attendees from 11 countries

Cultural demonstrations were part of the entertainment at last month's Africa CIO Summit, an invitation-only conference hosted by IDC South Africa in Johannesburg March 28-30. Eighty-three CIOs or C-level executives from Angola, Botswana, Ethiopia, Ghana, Kenya, Mauritius, Namibia, Nigeria, South Africa, Tanzania and Uganda participated.

*IDC representatives who posed with traditional tribal performers included (l-r, standing): **Pieter Kok**, research manager, Software & IT Services, IDC South Africa; **Sabrina Manikkam**, senior conference specialist, IDC South Africa; **Ronita Bhattacharjee**, associate VP Conferences, IDC Middle East, Africa & Turkey; **Theresa Eshiet**, conference manager, IDC West Africa; **Deepa Ahuja**, project manager, IDC MEA; **Frank Gens**, chief research analyst, IDC. Drummers, dancers, and a musical duo were part of the entertainment offerings.* WU

one on one the interview

Mike Kisseberth
The president and CEO of PCWorld | Mac Publishing is this week's columnist. Reach him at mkisseberth@pcworld.com.

"Mobile revenue has become material, and we are stepping up our product development aggressively to take full advantage."

Q Who is the target audience for PCWorld these days, and has that changed at all over the years?

A PCWorld has labeled its target audience "prosumers" for years, a vague term that allows us to pursue advertising campaigns from a broad cross section of technology marketers. A malleable descriptor is important in a world where one marketer is targeting "tech influencers" and another is going after "media moguls." If we lead the selling effort by talking about "our" target audience then we can easily position ourselves away from that marketing relationship, so we are happy to live with the labels our customers want to use.

From a sales perspective, rather than lean into a defined target audience, we emphasize how our brands represent expertise to the technology consumer. We work hard to show that expertise matters in the age of information overload, regardless of what target audience an advertiser is going after. If they are selling technology, the lift they get by being aligned with our expertise makes PCWorld an essential buy. In short, our value is best represented by emphasizing the strength of our brands and not target audiences.

We have had a lot of conversation around our brands lately. The reality is that while both PCWorld and Macworld are certainly well known, they're names that were established long ago and can feel incongruous given the wide range of products we cover today. So we are in the midst of a brand assessment to determine the best way to address this disconnect.

Q In your last column you talked about how you're trying to counter competition from Google and various ad networks/exchanges. What approaches have worked particularly well?

A The growing demand for custom content and custom sponsorships has allowed us to land big business in spite of intense competition from search and ad networks/exchanges. To develop effective custom programs, we need to gain a deeper understanding of the marketer's communication and business goals. This level of engagement also helps us build tighter relationships with our clients, which generates even more opportunity. So there is a virtuous cycle if we execute well. All of this happens in a way that is quite removed from the transactional buying and selling world of exchanges.

Q What are you seeing in the way of demand for mobile advertising?

A It is growing quickly. We sold the initial four-month sponsorship of the Macworld Daily Reader for $100,000. Given the success of the Daily Reader and increased market demand, we are upping the next four-month commitment to $340,000. We are bullish that when we launch the PCWorld Reader we will have no problem selling a similar commitment. In addition to the revenue we are driving with the Daily Reader, we have started to sell the browser traffic on the iPad. So tablets represent a material revenue-generating opportunity.

Our smartphone inventory is growing like crazy, but the yield on standard ad units has been low. However, we are building custom programs including things like mobile micro sites that improve the ad experience and drive higher yields. As with all media properties, size matters, so we are currently improving our smartphone-optimized websites to keep the audience and revenue opportunities growing.

Finally, we are talking to more vendors about developing apps that they can sponsor. The costs on these engagements can be high, but the overall deal size can make them highly profitable. So mobile revenue has become material, and we are stepping up our product development aggressively to take full advantage.

Q How would you characterize your mobile strategy? Is there an equal emphasis on content delivery/ad solutions for smartphones vs. tablets?

A We will be putting effort into both smartphones and tablets, but the greater emphasis will be on tablets. Our audiences expect us to be there in a meaningful way, and the ad formats are richer and command greater revenue. It's worth noting that the development environments for these devices are evolving quickly, creating new opportunities to develop code that will run across multiple devices and platforms. Getting this stuff right out of the gate can save significant resources and headaches.

Anyone at IDG who is playing a leadership role in that effort should become an active participant in the IDG Mobile Hub group on IDG Central, led by **Ulla McGee**, our VP, Mobile Products. In fact, Ulla is leading a call on April 12 during which many of these issues will be discussed. To attend contact **Caroline Ward** at cward@pcworld.com.

Q Homegrown events have never played a big part in PCWorld's or Macworld's product mix. Why not?

continued on page 7

IDG Australia's channel survey reinforces ARN as leader

Resellers concerned about vendors taking business directly to consumers

IDG Australia recently released the State of the IT Channel, the country's first research report on the channel market, which has reinforced Australian Reseller News' market position as the brand that knows the channel audience best.

"We'd had a meeting with Intel who complained there was a lack of local channel research," said IDG Australia Managing Director **Davy Adams**. "We felt this was an opportunity for ARN to extend its brand reach. This sort of in-depth research underpins so many elements of our business. It informs our events' agendas, provides content for the magazine and its site, gives us valuable insight into what's driving our audience and provides a benchmarking tool for survey participants. But most of all it underscores our brand position that we are the IT specialists; we know that audience better than anyone else."

"What was interesting and new to us about Davy's survey was the use of the report to build credentials among marketers."

— Louis D'Mello, president and CEO, IDG India

*IDG Australia Managing Director **Davy Adams** has shared the survey methodology and reporting with other IDG business units that have a channel product.*

Six months in the making, the research project surveyed 102 respondents who were all at a very senior level in their organizations. Because the survey primarily addresses business strategy Adams said they needed to make sure they were talking with the people who understood where their organizations are heading and what their plans are. In exchange for their participation, respondents were offered a full copy of the research.

Adams said he used the methodology behind the global State of the CIO study, which IDG Australia has been running for many years, as the basis for the State of the IT Channel. He met with numerous people from the channel, as well as the editor and president of ARN, "to make sure we were hitting the mark." IDG Australia staff designed the survey and wrote the report.

The study found that resellers are very concerned about vendors taking business directly to consumers rather than selling to them through a retail store. In addition, most resellers valued vendor training far more than the annual conferences and junkets that vendors provide. "This was valuable information for vendors that spend a lot on those junkets and had been questioning their value," Adams said. What was also clear, he added, was the "massive divide" between where distributors and resellers see growth occurring. "The reseller information is very much aligned with what we're seeing in our CIO research, which, along with the concerns that resellers had about vendors going direct to the consumer, has added fuel to a debate about whether distributors have a strong future in this country," Adams said. Among other vendor concerns: Sourcing new revenue streams (46%) was the most concerning business challenge for respondents. Concerns about decreasing margins (44%) was ranked as the second biggest business challenge."

A reseller sells to end users or corporations; a distributor sells to resellers.

According to Adams, ARN is "clearly the dominant brand in the channel by an enormous factor." This gives ARN the chance to "step above the banner-waving, 'look-at-me' crowd and just lead." ARN's competitors offer nothing similar, he added. "In the channel, no one else is big enough or committed enough to the market to do this. We primarily use this research as a positioning tool, to show — rather than tell — that ARN is the leader."

The research has been "extremely well-received," he said. "Our sales team has been securing appointments throughout the industry, with both agencies and clients, to present the research. The reception has been fantastic." ARN also ran an overview of the study in the magazine.

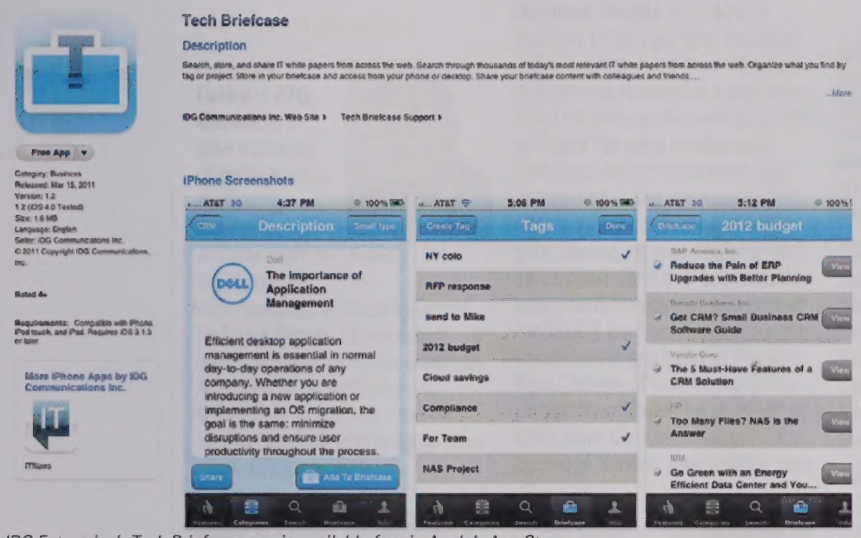
Adams said that they have been so pleased with the response that they have shared the survey methodology and reporting with other IDG business units in India, Germany and Canada that have a channel product. "There is a huge amount of work that goes into getting this sort of research into market, and by using and adapting our methodology, our sister brands can get a leg up on the process."

IDG India President and CEO **Louis D'Mello** said his staff has done the same kind of survey for its ChannelWorld brand, but it has been primarily an editorial project. "What was interesting and new to us about Davy's survey was the use of the report to build credentials among marketers," he said, noting his team plans to take that approach now as well. IT World Canada, which publishes Computer Dealer News is planning to launch a similar survey next month. IDG Germany already has its own version of the survey, which it combines with a highly successful awards program.

For more details, or for an overview of the survey results, write to davy_adams@idg.com.au. WU

Tech Briefcase

continued from page 1



IDG Enterprise's Tech Briefcase app is available free in Apple's App Store.

and then refer back to them at various stages in the decision-making process. "Analyst research and case studies can be shared internally at the organization to help build support for a decision and highly technical white papers can be shared with the teams responsible for implementing the technology," he said.

Registered users can easily share links to the white papers with their social networks or via e-mail from within the app, Pinsky explained. Colleagues would then need to register — either by downloading the app or on the website — before accessing the white paper.

Pinsky said that IDG business units in non-English-speaking countries will be able to use the code to localize the app for their own markets.

For more information, contact Gregg Pinsky at gpinsky@idgenterprise.com. WU

PC World Norway

continued from page 1

gins to "hack the network" with no option to abort. (Hmm, this is a bit frightening.)

3. The program seems to work as promised. It finds several PCs and smartphones...

4. But then...uh-oh! It reports that your neighbor has already installed Dorkblaster. And now his program is hacking you!

5. The program says that the other hacking program is deleting your Facebook friends, copying your e-mail and searching for illicit material. (By now, we're hoping a lot of people should have a good laugh.)

6. The last screen: We tell everybody to calm down. "You know what date it is, right?" From there, we suggest to readers that they share the link on Facebook or Twitter to fool their friends. We also provided links to our Facebook page and to an article with 10 tips on how to improve computer security.

The results, Unnersaker said, were "amazing." Some numbers from April 1 alone:

- More than 7,800 people downloaded the software.
- The story was part of the newsfeed on PC World Norway's Facebook page, and more than 900 people clicked on the Facebook "Like" button at the end of the article.
- Some 57,000 visitors viewed one or more stories on PC World Norway's Facebook news feed.
- Visitors to pcworld.no doubled, to close to 20,000, compared with a normal day, and 5,200 of them came via Facebook.

And, during the course of the week, PCWorld.no broke its all-time direct traffic record for a new high of 35,000. The previous record was 31,000.

"Our slogan is 'Expert advice you can rely on.' I think the joke reinforced the perception of PC World as a brand that has a truly skilled editorial staff. And the readers who weren't friends with us on Facebook have learned that we have a sense of humor, too."

— Bjorn Unnersaker, editor-in-chief, IDG Magazines Norge

*IDG Magazines Norge Editor-in-chief **Bjørn Unnersaker** wrote the article that fooled even the skilled IT pros in its audience.*

PCW Norway also fielded several hundred positive comments on its Facebook page, in forums, in article comments and via e-mail. "Some people wrote about how they used the joke to fool their friends, and some said it was the best April Fool's joke they'd ever seen," Unnersaker said, adding that it's a tradition for IDG Norway to venture into this kind of seasonal humor.

More importantly, he added, PCW Norway increased the value of its brand. "Our joke was written in a way that fooled even skilled IT pros. Not everyone can do that. And we developed our own program; not everyone can do that, either. Our slogan is 'Expert advice you can rely on.' I think the joke reinforced the perception of PC World as a brand that has a truly skilled editorial staff. And the readers who weren't friends with us on Facebook have learned that we have a sense of humor, too. When people write that they love us, we know that we have readers that think we do amazing things and respect us."

Read the translated story in English at http://tinyurl.com/3pj64mj. Write to bjorn.unnersaker@idg.no. WU

noteworthy people

New employees

Feike

Dominik Feike is **IDG Germany**'s new manager of performance marketing. Previously affiliate marketing manager with Nonstop Consulting GmbH, he has a degree in marketing administration from the Bavarian Academy of Advertising and Marketing. In his free time he enjoys handball and photography. *dfeike@idgmagazine.de*

Jadgarow

IDG Germany has hired **Leonhard Jadgarow** as a campaign management trainee. He was previously an apprentice with Druck Pruskil GmbH, a digital and print media agent and in his spare time enjoys cycling, computer games and reading. *ljadgarow@idg.de*

Gnädig

Previously in sales and service with Energy Media AG, **Christina Gnädig** is **IDG Germany**'s new sales project manager. She holds a degree in media economics from Bielefeld (Germany) University of Applied Sciences. She enjoys cooking, reading, sports and travel and has spent a year abroad in Australia. *cgnaedig@idgmagazine.de*

Hartl

Carina Hartl is **IDG Germany**'s new accountant. She was most recently an accounts payable specialist with Zeitconcept GmbH and before than an office administrator with SoftM Software and Beratung AG. Her hobbies include reading, playing the piano and movies. *chartl@idg.de*

Jaideep Mehta joins **IDC** in India as VP and general manager, India. He has more than 15 years of business leadership experience, most recently as founder and CEO of Alpha Partners Intellectual Services, which helps emerging companies in the services sector with a variety of business strategies. Earlier, he was regional VP/sales operations and business development for Gartner and part of the EMEA leadership team based in London. A graduate of the Shri Ram College of Commerce at the University of Delhi, he also has an MBA from the Manchester (U.K.) Business School. *jmehta@idc.com*

IDG WORLD UPDATE
Haywald

Previously games editor with IUP.com, **Justin Haywald** joins **GamePro** as executive editor. He holds a B.A. in English from Murray State University in Murray, Ky., and runs marathons and volunteers with SPCA in his free time. *jhaywald@gamepro.com*

IDG WORLD UPDATE
Nishioka

Also new at **GamePro** is Ad Operations Manager **Marcie Nishioka**. She was previously senior campaign manager with SAY Media and holds a B.A. in classics and an M.A. in museum studies from San Francisco State University. Away from her desk she enjoys knitting and baking. *mnishioka@gamepro.com*

JOE MOLA
Hakansson

Steve Hakansson is **IDG Enterprise**'s new online account services specialist, coming from TechTarget where he was a manager of international partner programs. A graduate of Boston's Northeastern University, he holds a B.S. with honors in economics. Outside the office he enjoys reading, television and music. *shakansson@idgenterprise.com*

IDGNS's Bob McMillan honored for 2010 coverage of Stuxnet worm

STEPHEN LAWSON
***Bob McMillan** works in the News Service's San Francisco office.*

IDG News Service Senior Writer **Bob McMillan** is the winner of the IDGNS's annual Terho Uimonen Newswriting Award for story of the year for 2010 for his coverage of the Stuxnet worm.

"Bob always leads on his beat but really excelled in his coverage of the worm that came to be known as Stuxnet," noted IDG News Service Editor-in-chief **Elizabeth Heichler** in announcing the award.

"When we first encountered this newsmaker, it was in a scoop of Bob's about malware that targeted Siemens' industrial control systems. At the time, the questions being asked were around industrial espionage, although sabotage was raised as a possible issue in Bob's July 17 story, 'New virus targets industrial secrets.'

"In the week that followed, Bob reported on actions Siemens was taking in response to the worm and also noted the high infection rate found in Iran. At that point, no one had yet linked Stuxnet to the Iranian nuclear program, although Bob's story noted that Siemens was winding down its business in Iran in response to criticism that by selling its systems there, it was helping that program.

"Bob continued to work on the unfolding story in August, when he reported more details and quoted a Kaspersky researcher as saying he suspected a nation-state might be behind the malware.

"Then, in late September the story blew out of the security community and into the mainstream press, with Bob in the lead on Sept. 21 with 'Was Stuxnet built to attack Iran's nuclear program?' — a strong piece that immediately made Stuxnet one of the most important IT stories of the year. "

The annual award, which includes a cash award and pewter bowl, honors a former IDGNS Asia correspondent who suffered a major head injury several years ago. IDGNS colleagues nominate stories and the winning story is chosen by the top editors at the News Service. WU

Returning employees

Kumar

Deepak Kumar rejoins **IDC** in India as research director, Telecommunications, after a year's hiatus during which he was a blogger and technology columnist while working as an independent consultant to IDC Asia/Pacific. He has also worked with IDC's research partner, CyberMedia. His 20 years of experience includes 10 years of focused research and analysis in the ICT domain. He has a B.S. in mathematics with honors from Bhagalpur University and a postgraduate diploma in journalism from YMCA. He enjoys taking walks and learning about research happening in the areas of material sciences, particularly nanotechnology. *dkumar@idc.com*

All business units are invited to send information for the Noteworthy column to world_update@idg.com.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16
Henry Morris *IDC*

15
Satoshi Yoshida *IDG Japan*

14
Katarina Strömberg *IDG Sweden*
Yoshiko Mimura *IDG Japan*
Dawnette Gordon *IDG U.K.*
Anders Elbak *IDG Denmark*

13
Daniel Behrens *IDG Germany*

12
Eileen Quan *PCWorld*

11
William Cappel *Macworld*
Joakim Allwin *IDG Sweden*
Manuela Eue *IDG Germany*

10
Gregory Ireland *IDC*
Vicki Cui *IDC Asia Pacific*
Dan Timberlake *IDC U.K.*

7
William Wang *PCWorld*
Lewis Ward *IDC*
Daniela Konicki *IDG Germany*

5
William Schultz *PCWorld*
Yuvisa Muga *IDC Peru*
Encarna Gonzalez Villaneuva *IDG Spain*

4
Rene Ribeiro *Now!Digital Business (Brazil)*
Stephen Gao *IDC Asia Pacific*
Marta Garcia Catala *IDG Spain*

3
Dennis Wilman *IDG Netherlands*
Patrick Peeters *IDG Netherlands*
Cristian Jeria *IDG Sweden*
Michael Kurzidim *IDG Switzerland*
Timothy Gallagher *IDC*
Joshua Boyle *IDC*
Trish Stephen *IDG Australia*
Toby Chen *IDC Asia Pacific*
Thomas Dyer *IDC Canada*

2
Kristine Bien *IDC Philippines*
Magda Kozakiewicz *IDC U.K.*

1
David Chartier *Macworld*
Andreas Thors *IDG Sweden*
Rafael Rigues *Now!Digital Business (Brazil)*
Monalisa Cardoso Tavares *IDC Brazil*
Tyson Vu *IDC*
Jane Yuen *IDC Asia Pacific*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

One on one

continued from page 3

A In the past, our customers hadn't been particularly enthusiastic about the potential of events, and event planning certainly isn't an in-house competency. But that may be changing.

The high-level discussions we are having with clients are beginning to include conversations about events. We have uncovered some exciting opportunities, which we are exploring with the help of IDG World Expo. We believe that the combined capabilities of our teams could bring something unique to the marketplace. So keep an eye on this space. WU

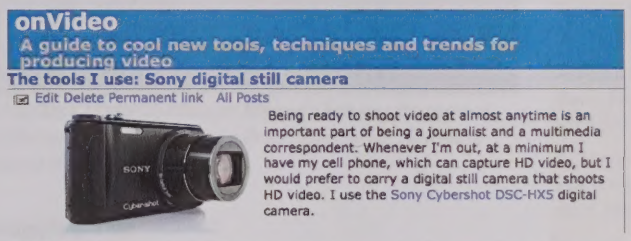
service for fun offline

Test your wit and submit a caption for this cartoon by going to www.idgcentral.com and posting it in the cartoon's comments area.

A winner will be chosen at random from all captions submitted and will receive an IDG T-shirt featuring an original Rich Tennant 5th wave cartoon.

The deadline is April 13.

New employee blog on IDG Central addresses everything video

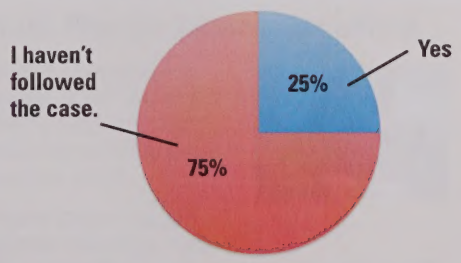


Nick Barber, multimedia correspondent and video content manager for the IDG News Service, recently created the onVideo blog on www.idgcentral.com to address a wide range of video topics. Planned posts include how to create a watermark on a video, what cameras to use, how to optimize video on YouTube, examples of effective videos, and more.

Barber said he looks forward to answering questions, so post your queries in the comments section of the blog.

Question of the Week results for April 4

Do you think the European Commission will find that Google has violated anti-trust laws?



Log on to www.idgcentral.com to vote on this week's question:
The New York Times recently announced its regular digital pricing plan that will range from $195 to $455 yearly depending on the portable device and apps required. Does this seem like fair pricing to you?

celebrating 10!

Name
Manuela Eue

Home
Munich, Germany

Joined IDG
April 2000 as a Circulation Marketing Coordinator

Current title
Marketing Manager at IDG Magazine.

Four things I do in a day's work
Circulation marketing, lead management, eCommerce, social media.

Most challenging part of your job
Transforming from a traditional publishing house to a web-centric company.

What's kept you at IDG for 10 years?
Innovative company, new challenges and my nice colleagues.

View from my work space
Roof terrace with flowers and bushes.

Interests outside the office
Mountain biking, hiking, golf, sailing, cooking, skiing.

What talent do you wish you had?
To be able to play an instrument.

Dream destination
Maine, New Zealand, Patagonia and Norway on the Queen Mary 2.

Fantasy job
Interior decorator or pilot.

Your idea of a perfect day alone?
A nice, long breakfast, mountain bike tour in the Alps, cooking and wine tasting in the evening.

Your last meal would be
Spaghetti Bolognese cooked by my boyfriend and Kaiserschmarrn (a common Bavarian dessert).

If you won the lottery tomorrow, you would
First I would like to take a trip around the world. Then I would donate some of the money and the rest I would invest.

Favorite vacation spots?
South Africa, United States and Italy.

Retirement dreams?
To live in an Italian country house in between the mountains and the ocean. A vineyard and olive trees around the house would be nice.

*IDG Magazine Marketing Manager **Manuela Eue** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring her 10 years of service to the company.*

Manager's profile

"Ten years ago Manuela started as circulation marketing coordinator at IDG Communications Media AG. At the end of last year she transferred to IDG Magazine Media GmbH as marketing manager. I have gotten to know Manuela as a responsible, competent person of integrity who's not afraid of new challenges and enjoys contributing her knowledge and abilities to the company's success. She's highly valued by her superiors and colleagues. We are looking forward to celebrating her 20th anniversary at IDG as well.

— Canio Martino, publishing director, IDG Magazine Media GmbH

Wanted: Photos from your office

The Photo of the Day feature on the home page of IDG Central is a way to share a quick snapshot of what's happening at IDG business units around the world.

All employees are encouraged to send photos depicting a small slice of life at the office, or an image from an event, a staff meeting or anything that gives colleagues a window into your work life.

Send the photo with a short description to idgcentral@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Davy Adams *IDG Australia*
Deepa Ahuja *IDC MEA*
Eva Au *IDC Asia Pacific*
Matt Egan *PC Advisor*
Mike Kisseberth *PCWorld Macworld*
Michael Mullaney *IDG Global Solutions*
Gregg Pinsky *IDG Enterprise*
Bjørn Unnersaker *IDG Norway*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

18 APRIL 2011
VOLUME 41, NUMBER 15

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Inside this issue

CFO World launches in Turkey *page 2*

IDG Corporate Communications team seeks blog contributions *page 2*

IDG Germany's Business Media provides services for Android event *page 2*

One on one Network World Editor-in-chief John Dix *page 3*

First study by IDG Sweden research unit yields revenue *page 4*

Celebrating 10 IDG China's Liu Nana *page 8*

IDG U.K. builds database through SMS competition

First text message contest added more than 2,100 numbers to database

IDG U.K. has completed its first text message competition as a way to augment its reader database and to pave the way for premium SMS (PSMS) services in the future.

The competition, which ran Feb. 16 to March 31, invited PC Advisor and Macworld U.K. readers to send a text with the answer to an easy multiple-choice question ("Which company makes the iPad?") and be entered into the drawing to win an iPad 2.

Set up by IDG U.K. Head of Mobile **Paul Trotter** and IDG Global Solutions Director of Mobile Strategy **Christina Carstensen**, the competition was promoted using three formats: a promotional page in the print issues, the competition pages on pcadvisor.co.uk and macworld.co.uk, and a promotional slot in PCA's and MW's editorial e-mail newsletters. Carstensen, who usually works on multi-country campaigns for IGS, wanted to be involved in this test case so she could tell other IDG countries about the logistics of this kind of campaign.

More than 2,100 people entered the competition and agreed to submit their phone numbers for future marketing messages from IDG. Trotter said that while SMS competitions can be used to

Although IDG U.K. is initially focused on simply building its database, advertisers are already interested in using the telephone numbers for marketing purposes.

continued on page 4

Year Up interns put IT training to work at IDG

Six-month stint helps students advance learning, navigate business world

When **Nancy Newkirk** heard colleagues at a Society for Information Management meeting discussing a program designed to help urban youth pursue careers in IT, she was immediately interested. So Newkirk, IDG VP technology and CIO, got in touch with Koby Rotstein, director of corporate partnerships at Boston-based Year Up, to learn more.

IDG WORLD UPDATE

"Year Up is a very strict program, and IDG is not a strict workplace, so we've had to adjust our management style somewhat to match Year Up's program," said IDG VP technology, CIO ***Nancy Newkirk****. "But helping these young people directly, seeing their growth and progress, is very rewarding." With Newkirk are (l-r): John Gillis, Kwamay Charles and Cameron Ceurvels.*

And Newkirk, who said she's always looking for ways to give back both in her work and personal life, liked what she heard.

Year Up was founded in Boston in 2000 by Gerald Chertavian, a Harvard business school graduate who sold the software development firm he co-founded. 1999 and decided to refocus his career on bridging what he termed the "opportunity divide." Chertavian, a long-time mentor and volunteer with the Big Brother organization, felt that a lack of education, resources, role models and opportunity — often dictated by a ZIP code or a parent's bank account — kept thousands of high-potential urban youth from entering the professional work force.

His solution, Year Up, is an intensive one-year program that provides low-income urban students, ages 18 to 24 with the professional and technical skills needed to land entry-level IT and accounting jobs. To be accepted

continued on page 5

in brief newsworthy

CFO World brand now numbers seven with launch in Turkey

CFO World magazine debuted in Turkey last month, the latest addition to a brand that is also published in Germany, Sweden, Australia, Czech Republic, the U.K. and the U.S. The Dunya Group, IDG's publishing partner in Istanbul, also produces Turkey's only daily financial newspaper, which reaches readers in more than 60,000 companies.

According to **Murat Yildiz**, director of IT publications, Dunya's 31 years of experience with its finance newspaper will be a significant advantage. "Finance managers are already Dunya's main readers, we have expertise on financial and economic content production, and we already have strong relationships with individuals and companies from the finance sector, " he said.

CFO World Turkey's website will launch in June.

The first issue of CFO World was 66 pages with seven pages of advertising — a two-page advertorial from IFS, an enterprise resource planning company; two pages from high-end watch companies; and one page each from finance company Randstad and a car rental agency. Yildiz said the company is aiming for more non-IT advertisers in the future, as the luxury industry also has an interest in the magazine since it targets high-income readers.

The print run was 6,000 copies, with 5,000 of those sent directly to CFOs of large companies; general managers of banks, finance consulting companies and government institutions; and marketing decision makers of IT and finance companies.

Most of the editorial content was local, other than two articles from CFOWorld.com in the U.S., but more content from the U.K. and U.S. is planned for the next issue. The publication will be monthly, though one edition may span the summer months. The online site, www.cfoworld.com.tr, will launch in June. **Ercan Arslan** serves as the title's editor.

Dunya also publishes Computerworld, CIO, IT Pro and PC World brands under license to IDG.

Write to myildiz@dunya.com. WU

IDG Communications blog open to contributions from business units

IDG's corporate communications team has a new tool to share news about IDG happenings around the globe. The IDGWorld blog (www.idgworld.com) launched in January as a way to quickly highlight short summaries of interesting news items such as new product launches, on-site reports from events and video interviews with IDG executives. Its target audience is marketing and PR teams from major technology companies.

IDGWorld, which also has a Twitter feed (http://twitter.com/idgworld) and a Facebook page (www.facebook.com/IDGWorld), serves as an additional communications outlet besides IDG's public site, IDG.com, and the IDG Press Room on IDG.com.

"Essentially, its mission is to get IDG activities out into the Twittersphere and the blogosphere and inspire technology marketers to learn more about IDG and our initiatives," said Communications Specialist **Marissa Berenson**. It draws on content gleaned from IDG World Update, IDG press releases and submissions from IDG business units.

In addition to blog posts, IDGWorld.com includes real-time Twitter updates from both IDG businesses and IDG journalists. Berenson usually tweets every few days to weekly, either with standalone items or pointing back to new posts on the IDGWorld site. She often retweets interesting items from other IDG employees, who appreciate the extra visibility. The Twitter feed currently has more than 450 followers.

IDGWorld is always in need of fresh content; guest bloggers are also welcome. Interested employees are encouraged to send ideas to marissa_berenson@idg.com or send her a message via Twitter or Facebook through the addresses above. WU

Customize your password

Did you know you can change your auto-generated IDG Central password? Click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts.

IDG Germany's Business Media provides services for Android event

Droidcon 2011, an Android developer conference held in Berlin March 23-24, delivered revenue and visibility for IDG Germany's Business Media group, even though the event wasn't an IDG property. IDG was the prime media partner and supported the conference with sponsor acquisition, marketing, organization and content advisors.

Responsibilities such as these for events owned by others is a new and promising business model that IDG Germany has been testing recently, said IDG Germany President & CEO **York von Heimburg.**

Droidcon is owned by a group of young developers through their company mobileseason GmbH. The event debuted in 2009, and the group aims to expand the conference internationally. The founders approached IDG Germany for program and sales assistance. **Karl-Heinz Piotrowski**, director of Strategic Marketing Services (SMS) for IDG Germany's business brands, served as project manager for the Droidcon team. Prior to joining IDG last year, he had produced the first two Droidcon events for mobileseason while he was with another company.

Other IDG Germany contributors were IDG Magazine Media Editor-in-chief **Andreas Perband**, who was a member of the program committee; Computerwoche Online Editor **Thomas Cloer**, who was on the content advisory board, and the SMS Germany team.

Droidcon attracted 16 paid sponsors, among them Sony Ericsson, LG, HTC, Motorola and Samsung. Among the benefits for gold and silver sponsors were advertising and advertorial opportunities in the IDG Mobile Special magazine. The 16-page print magazine, which was edited by Cloer and recapped the conference's proceedings, was a Computerwoche supplement.

The event opened with an optional, one-day "BarCamp" networking opportunity between developers and companies that was free with registration required. Including the following conference day, Droidcon 2011 drew around 1,200 attendees, 80% of whom were developers, who paid 129 euros (US$186) or 99 euros ($143) for early bird registration). IDG Germany gleaned a 50% profit share of the event.

Write to kpiotrowski@idgbusiness.de. WU

one on one the interview

John Dix
The editor-in-chief of Network World is this week's columnist. Reach him at jdix@nww.com.

"Besides the marketing value of adding those new names [of people who registered for free premium content] to the database... it turns out these folks are also more inclined to respond to lead generation efforts, making them three times as valuable to the company."

Q Has Network World's audience changed much in the last few years, and, if so, has your editorial changed accordingly?

A Network World's target audience doesn't change that much (although the Web is always washing up waves of new visitors), but their interests and needs morph with time and that dictates what we do. Today we're all about trying to help readers make IT more dynamic so they can more easily accommodate shifts in business priorities, squeeze more efficiency out of resources by migrating away from systems dedicated to narrow tasks, and increase productivity by enabling employees to access corporate resources from any device, anytime, from anywhere.

The latter is complicated by the fact that employees today are showing up with their own smartphones, their own tablets, their own social network tools, even their own phone numbers and voice mail accounts. That represents a struggle for our audience but also an opportunity for us to touch on some consumer-level technologies that would have been more of a stretch five years ago.

Q How is the Insider program for registered content going for Network World and other IDGE publications?

A In a word, great. Since IDG Enterprise launched this free premium content program across all of our sites last October (CIO, Computerworld, CSO, InfoWorld, ITWorld and Network World), we have collectively signed up more than 40,000 Insider members, almost half of which are new to the database. We had our best month ever in March when we signed up 8,826 new users. Visitors typically register to get access to something that catches their eye — say a product test, an in-depth feature or a package of articles on a given subject — and registering once gives them access to premium content on all the sites. Besides the marketing value of adding those new names to the database (the names captured are associated with the brand that drove the registration), it turns out these folks are also more inclined to respond to lead generation efforts, making them three times as valuable to the company. (For more on Insider see IDG World Update, Nov. 1, 2010.)

Q Can you explain Network World's approach to digital subscriptions?

A Of our 170,000 subscribers, 17,000 elect to get the publication delivered as a PDF, which they seem to prefer and which saves us money in printing and distribution. But instead of just sending a PDF version of the print edition, Managing Editor **Ryan Francis** (working with Production Coordinator **Jami Thompson**) tears the issue apart and builds it from scratch to improve the reading experience.

The primary benefits of this approach: the document scales to fit the page (no content is left off screen); the type is big enough so you don't need to zoom to read; and beyond the front page, all the content is laid out sequentially so the reader doesn't have to jump around to read a piece. Subscribers write to say how much they enjoy the product, and the approach has earned us a Gold Medal in the ASBPE Digital competition. To download a PDF, go here: http://tinyurl.com/3f33lcp.

Q How important is video to NWW and how are you using it?

A Network World uses video for everything from enhancing news and conference coverage to executive interviews and white board sessions exploring how technologies work, most all of which is orchestrated by IDGE Multimedia Programming Director **Keith Shaw**. Some of the video is recorded in-house while the rest is captured in the field with handheld cameras (there are a number of Flips available for reporters heading out on the road).

We feature the video on the NetworkWorld.TV part of our site and organize it in folders for news, specific conferences, content from the IDG News Service, and vendor partner content. But we also have a thriving Network World channel on YouTube (see www.youtube.com/user/networkworld) that some 6,500 people subscribe to and more than 1,000 have friended. It isn't uncommon for that channel to serve up more than 500,000 views in a month.

Q What is the Tech Debate section of nww.com all about?

A With our Tech Debates (www.networkworld.com/community/techdebate) we identify two parties to argue opposing sides of a hot topic and publish the pieces online and invite the community to add their thoughts and vote for the side they most agree with. After that percolates for a bit we publish the original arguments in print and include the vote results and some of the best community comments.

The end result is a nice integrated online/print product that helps us shape the conversation around important industry topics and gives the community

continued on page 7

First study by IDG Sweden research unit yields revenue

Sustainability and social responsibility have become a way for companies to attract customers, employees and investors, said ***Erik Hedén****, director of research at IDG Sweden.*

Swedish automaker Volvo and furniture giant IKEA landed in the top five of IDG Sweden's first consumer brand survey on environmental and social sustainability released last month.

The study, the first produced by the six-month-old IDG Research unit, is the latest example of IDG Sweden's initiatives in the areas of sustainability and the environment.

Sustainable Brands 2011
Sveriges mest hållbara varumärken

In its Sustainable Brands survey IDG Sweden asked more than 3,000 consumers 300 questions on how they perceived issues such as human rights, environmental responsibility and how action against corruption was dealt with at 151 Swedish companies in 12 categories. Overall, food retailers and carmakers led the resulting list. Coop, a cooperative grocery chain with 1,000 stores in the Nordic region was ranked No. 1, with its chief competitor, ICA, at No. 2.

The survey will be done yearly going forward in order to create a sustainability brand index for the Swedish market. IDG Sweden also sells confidential tailor-made analysis reports to the companies surveyed.

Erik Hedén, director of research at IDG Sweden, said sustainability and social responsibility are "extremely popular" in the Swedish media at the moment and have become a way for companies to attract customers, employees and investors while boosting their public image. "This gives our survey good leverage as a matter of public concern," he said.

"We invested a reasonably large amount of money and time in this survey," Hedén continued, "but from it we get large quantities of data from which we create individual reports for each of the surveyed companies. Each company pays a fee for their report, which takes us about four hours to compile."

Hedén said the surveyed companies were chosen based on their activity in the local market, number of employees, market share and public brand awareness. The companies were made aware of the survey and that they could buy a report on their firm's results to see how their firm is perceived by consumers. IDG Sweden worked with Novus Group, one of Sweden's largest research firms, compiling a list of 3,000 consumers to take the survey from Novus's database of 25,000 names. The survey's 300 questions were written by Hedén in collaboration with an external consultant.

To date, IDG Sweden has contacted 65 of the 151 companies surveyed about buying a detailed report on their ranking and has sold 35 reports at 42,000 Swedish krona (US$6,770) each. Total revenue for the survey is expected be more than $277,000 for FY11.

"So far we have only had positive feedback from our customers," Hedén said. "They are implementing our data into their core marketing strategies."

Hedén is IDG Research's sole staff member, though IDG Sweden managers see the niche as a growth opportunity for the company and staffing may increase accordingly. He has already begun planning Sustainable Brands 2011: Business to Business and is looking to expand the survey into IDG Sweden"s core business of IT firms.

For more information on the survey, its final rankings and graphics on each of the 12 Swedish industries surveyed go to www.sustainablebrands.se. Contact Erik Hedén at erik.heden@idg.se. WU

Sustainable projects

IDG Sweden has a number of products in its IDG Hållbarihet (Sustainability) business group.

Among them are Miljöaktuellt, a brand that focuses on sustainable development both from the expert's point of view and from a business perspective. It also organizes Sustainability Day, an annual conference focused on management issues around sustainable development.

SMS

continued from page 1

generate revenue directly by charging users a nominal fee — such as £1 ($US1.63), hence the "premium" name — to enter the competition, IDG U.K. made entry free for this first test.

"This campaign was all about getting as many people to enter as possible, and we wanted to prove the concept before looking at the other possibilities for true PSMS," Trotter said. The program actually cost IDG U.K. money, as it had to pay for the iPad2 prize as well as 5p to cover the cost of sending a return text to all entrants informing them that their entry had been accepted and explaining how to opt out of future marketing messages if they choose. This return text fulfills a legal requirement.

A third-party supplier in the U.K., Black Mobile, handled the logistics of the contest, and provided IDG with a list of numbers at the end.

"We're wary of annoying readers by bombarding them with marketing messages, so it's likely our next campaign will use the database of phone numbers in a couple of weeks to promote the relaunch of the PC Advisor mobile site," Trotter said. "In the long term it's possible we could offer the database as a marketing tool to advertisers and other partners, and at least one advertiser has already shown an interest, but we haven't made any plans for that yet."

Write to paul_trotter@idg.co.uk. WU

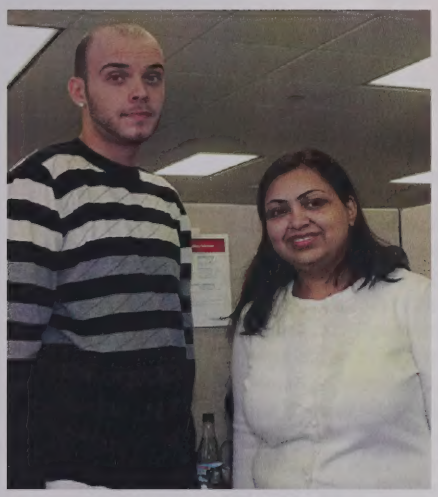
More online

IGS Director of Mobile Strategy **Christina Carstensen** talks about the importance of building and nurturing a mobile database. See the sidebar to this article on IDG Central.

Year Up interns

continued from page 1

into the program, participants must have earned a high school diploma or a GED. The program provides students with six months of classroom training that focuses on both professional skills (including business communication and customer service) and technical instruction (either IT or finance operations) and six-month internships with a growing roster of high-profile area businesses. Students earn 18 college credits and receive a monthly stipend.

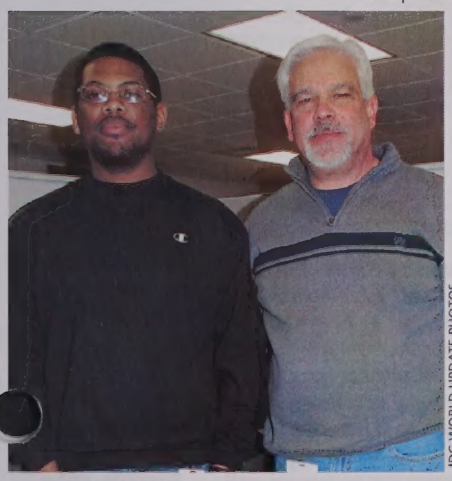


*Cameron Ceurvels and **Bushra Khalid**.*

Newkirk spread the word to IDG's accounting and IT departments and invited interested colleagues to join her for a tour of the Boston Year Up site. Three of her managers — **Rob Rebecchi**, manager of technology support services; **Timothy Johnson**, manager of customer database services; and **Bushra Khalid**, systems development manager — are now supervising interns.

*John Gillis and **Timothy Johnson**.*

Kwamay Charles is working with Rebecchi and is primarily focused on re-imaging laptops and desktop machines. To date, he has installed 25 LCD monitors for employees in the Corporate Services Group, updated user information in Salesforce.com and is assisting the helpdesk staff with contacting users to follow up on open requests. "Kwamay has been doing a fine job with his tasks and responsibilities," Rebecchi said. "His training at Year Up has prepared him with the tools necessary to perform well at this level."



IDG WORLD UPDATE PHOTOS

*Kwamay Charles and **Rob Rebecchi**.*

Prior to enrolling in Year Up, Charles had attended Kaplan Career Institute, but when he could no longer afford the tuition, he dropped out and found a part-time position as a security guard. "Year Up has been a great opportunity for me and I have gained a variety of skills ranging from keeping a computer alive to business etiquette that will help me in the future," he said.

John Gillis, who had been attending Bunker Hill Community College while working at Dunkin Donuts, said he plans to return to college after his internship with IDG is done. "I will be focused on getting my bachelor's degree in computer networking and someday, hopefully I'll land a job at IDG — I absolutely love this company," he said.

"John has been a tremendous help thus far, specifically in our efforts to analyze and improve the quality of the data in our marketing database," said Timothy Johnson. "Since this is the first time we have worked with Year Up, I wasn't sure what to expect or how prepared the interns would be for a real business situation, but so far, John's contributions have been very valuable to my team."

Bushra Khalid is supervising Cameron Ceurvels, who is getting experience working with Notes databases, Microsoft Excel and helping the QA team test some of the group's applications.

"Year Up has given me a chance to learn a lot of new things both about life in general and now, in this internship, about how business works," Ceurvels said. "It has opened my eyes to a lot of things I was blind to before."

"Year Up Boston is a great program that is making a positive impact on the lives of Boston's urban youth community," Khalid said. "They have a very impressive list of partners [where the students serve as interns], and it has given me a chance to positively impact a young adult's life. I would definitely do it again."

According to Year Up's Rotstein, the program, which now operates in eight additional cities including New York, San Francisco, Chicago and Atlanta, enjoys a high rate of success with approximately 44% of its graduates currently attending college and 90% of graduates securing full- or part-time positions within four months of graduation.

More than 90% of internship supervisors give the program high marks, Rotstein said. "This is a great program that reaches out to bright, energetic and eager-to-learn individuals interested in making something of themselves," noted Rebecchi.

Johnson said he was impressed by what he saw of the program when he visited Year Up's facilities in Boston. "I have nothing but good things to say about the Year Up program," he said. "I hope that we decide to continue working with Year Up in the future, and I encourage other departments at IDG to get involved as well."

Newkirk is already looking forward to welcoming a new group of interns this summer and said she would be happy to discuss her experience with the program with any colleagues in IT or finance in the Framingham or San Francisco area who might be interested in learning more about how it works.

Contact Nancy Newkirk at nancy_newkirk@idg.com. To listen to an interview with Year Up founder Gerald Chertavian visit: http://bigthink.com/geraldchertavian. WU

noteworthy people

New employees

Buehler

IDC California has hired **Steve Buehler** as research director, Personal Computing and Displays. He was previously editor-in-chief and publisher of Semiconductor Manufacturing Magazine and also worked as director of the PC Magazine Labs. He holds a B.A. in English from Haverford (Pa.) College and an MBA from the University of Michigan. He serves on the board of the Museum of Neon Art, advises the board of Bay Area Jazz and works with Bay Area Habitat for Humanity. A "regular blood donor — nearing my 80th pint — and serial dog rescuer," he has also had "a brief career" in stand-up comedy and is a former basketball player and motorcycle racer "with an impressive orthopedic surgery resumé." *sbuehler@idc.com*

Carmen Facas joins **CXO Media** as an account director. She was previously a regional sales manager with CBS Interactive and holds a B.A. in political science and business from the University of Colorado/Boulder. She enjoys travel, skiing and spending time with her new daughter. *cfacas@cxo.com*

PETER SHORT
Blazar

Sam Blazar is **IDC Framingham**'s new senior account executive, Emerging Markets. He holds a B.A. in political science from the University of Vermont and enjoys "anything outdoors – golf, tennis, running, etc." *sblazar@idc.com*

The **CIO Executive Council** has hired **Thomas Jakubiak** as an account executive. He was previously an account manager with GlassHouse Technologies, a title he has also held at Hewlett-Packard. He holds a B.S. in kinesiology and biology from the University of New Hampshire and enjoys skiing and mountain biking in his free time. *tjakubiak@cio.com*

Topoyossakul

Victor Topoyossakul joins the **IDG International Controller's Office** in London as financial controller. He was previously senior internal auditor with TimeWarner, Inc. He earned a master's in engineering from University College London and is also a chartered accountant under the Institute of Scotland. He enjoys Thai boxing, diving and rugby and is currently planning an eight-day trek of Mt. Kilimanjaro. *victor_topoyossakul@idg.com*

Sindhu

IDC Framingham's Energy Insights group has hired **Usman Sindhu** as senior research analyst. He was previously a researcher with Forrester Research, specializing in security and risk with a particular focus on security for utilities. A graduate of City College of New York, he holds a B.S. in computer engineering. In his free time he enjoys travel, reading and community work. *usindhu@idc.com*

IDG Netherlands has hired **Saskia van Delft** as human resources manager, a title she most recently held at Kamsteeg Auto Groep. She holds a B.S. in organizational psychology, as well as a post-bachelor degree in business studies and human resources management from Amsterdam's Hogeschool voor Economische Studies. In her free time she enjoys golf and cooking. *svandelft@idg.nl*

Returning employees

Stephanie Crossland returns to IDG as **Network World**'s associate director, Digital Sales; she was previously account executive and online account director, East with InfoWorld and most recently worked as advertising director with QuinStreet. She holds a B.A. from Bowdoin College in Brunswick, Maine, and enjoys gardening, cooking and volleyball. *scrossland@nww.com*

Send Noteworthy details to world_update@idg.com

IDGNS' Martyn Williams makes Time's list of influential Twitter feeds

Williams

Time.com has picked "the 140 Twitter feeds that are shaping the conversation," and IDG New Service Tokyo Bureau Chief **Martyn Williams** is on the list. His excerpt reads:

"When the eyes of the world focus on your field of expertise, it's time to step up to the plate and play ball. Based in Japan since 1995, U.K. native Martyn Williams has done just that in the wake of the March 11 earthquake. A tech correspondent who in normal times covered Japan's electronics, gaming and IT markets, Williams has refocused his energy on broadcasting information about the nation's human tragedy, becoming the handle of record for outsiders who want to know more about the crisis gripping Japan. Williams has also traveled widely throughout Asia and has a particular interest in North Korea. When the Democratic People's Republic of Korea Spring ensues, we'll know whom to follow."

Williams currently has 7,000 followers and is at No. 78 on the list. The list has 14 categories including authors, business, celebrities, politicians, sports and technology; Williams is in the news feeds category.

Time.com invites readers to peruse the list and vote if they think the selected individuals should be on its list. Go to http://tinyurl.com/65g29vn to see the full list; click on a name to cast your vote.

Write to martyn_williams@idg.com or follow him on Twitter: @martyn_williams.

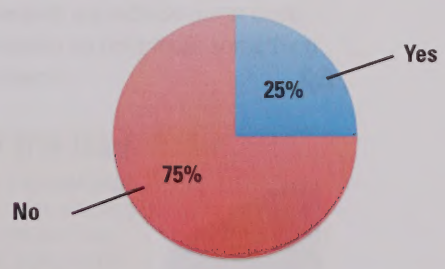
Online IDG ad units are on IDG Central

Ad units for IDG, IDG TechNetwork, IDG Connect and Amplify are available for any business unit to use in their online marketing efforts for those brands.

Go to the Resources tab on IDG Central and choose Corporate Communications, then Think Tech, Think IDG ad units.

Question of the Week results for April 11

The New York Times recently announced its regular digital pricing plan that will range from $195 to $455 yearly depending on the portable device and apps required. Does this seem like fair pricing?



Log on to www.idgcentral.com to vote on this week's question:
On a typical workday, how many minutes do you spend on the phone?

Anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Chris Christiansen *IDC*

17
Denise Haines *IDC*
Fredrik Agrén *IDG Sweden*

15
Cort Isernhagen *IDC Asia/Pacific*

11
James Motch *PCWorld*

9
Mitsuyuki Tachihara *IDC Japan*

8
Ana Chin *IT World Canada*
Nobuyuki Sakata *IDC Japan*

7
Michael Fletcher *IDC*

6
Jerome Drevet *IDC France*
Eva Au *IDC Asia/Pacific*

5
Marion Hoisl *IDG Germany*
Puneeta Verma *IDC Center for Consultancy & Research/India*
Daniel Shaw *IDG TechNetwork U.K.*

4
Akia Ramsay *IDC*
Mukesh Dialani *IDC*

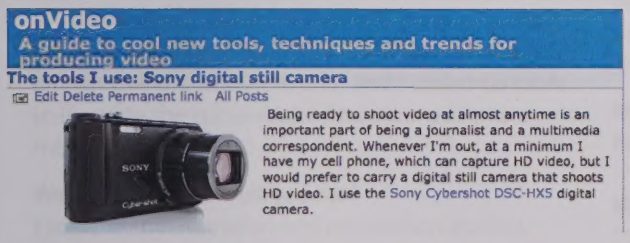
3
John Busse *ComputerWorld U.K.*
Rohan Pearce *IDG Australia*
Christoph Bosshard *IDG Switzerland*

2
Annsofie Petersson *IDC Sweden*
Juliana Rocha Bianchi *IDC Brazil*

1
AksinniaYemelyanova *IDC U.K.*
Katherine Emeric *IDG U.K.*
Casey Hogan *IDC*
Omar Andrés Badillo Olmedo *IDC Chile*
Christopher Lee *GamePro*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

New employee blog on IDG Central addresses everything video



Nick Barber, multimedia correspondent and video content manager for the IDG News Service, recently launched the onVideo blog on www.idgcentral.com to address a wide range of video topics.

Planned posts include how to create a watermark on a video, what cameras to use, how to optimize video on YouTube, examples of effective videos, and more. Currently the blog includes an overview of World Tech Update, the News Services's global online show that recaps the week's technology news, including a report from last year's IFA consumer electronics show; and Barber's use of a Sony Cybershot DSC-HX5 digital camera.

Questions are welcome, so post your queries in the comments section of the blog.

One on one

continued from page 3

a meaningful platform on which to add their viewpoint. It also provides a monthly integrated print/online sponsorship opportunity for sales. [National Director of Digital Sales] **Elisa Della Rocco** says advertisers like the fact the debates are social in nature and that the ad package is exclusive for a month, providing both print and online banner advertising opportunities and lead generation.

Q How active are the communities on nww.com and what are you doing to cultivate the discussions and content?

A The Tech Debates help in this regard, but we also benefit from the adoption at IDG Enterprise of what we call the Social Sidecar. The sidecar is a stack of social network tools that shows up next to online stories and drives promotion of content to Facebook, Twitter, LinkedIn, StumbleUpon and Digg, all of which helps drive community feedback and participation.

While not every story lights up this stack (counters record visitor activity), when it does happen it greatly extends our reach and increases our chance to drive discussion. In the sidecar for [National Correspondent] **Carolyn Duffy Marsan**'s "Facebook, Google, Yahoo commit to 'World IPv6 Day' trial" story, for example, 230 people tweeted it, 718 shared it on Facebook, 64 shared it with LinkedIn, 4 recommended it to StumbleUpon, 8 submitted to Digg, and it was e-mailed 515 times. Oh, and 571 recommended it on Facebook (a separate promotional opportunity that shows up at the top of the story).

All of this drives page views on our site and some of these visitors will be inclined to leave comments. It also results in the development of active forums on other sites, keeping our name front and center in critical conversations.

Another way we try to drive discussion is with our Subnet Communities on nww.com (see the last tab on the home page) driven by Community Editor **Julie Bort**. We have three: Cisco Subnet, Microsoft Subnet and Open Source Subnet. Addressing ecosystems like this with focused Web resources seems to encourage forum participation. In fact, in these blog-centric environments we include guest posts by IT professionals who are moved to contribute something more than a quick story comment. WU

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to see a quick snapshot of what's happening at IDG's global business units. Any employee can send in a photo of a little slice of life at the office, at an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

celebrating 10!

Name
Liu Nana

Home
Beijing

Joined IDG
July 1999

Career path since joining IDG
July 1999-present, Art Editor, China Computerworld

Current title
Art Editor of China Computerworld. I am in charge of designing certain pages of China Computerworld as well as designing some conference materials and advertisements.

Memorable work moment?
I worked overtime and didn't sleep for four nights when designing a book for the Ministry of Information Industry. After I sent it off for printing, I went home to sleep. The next day, I learned that the chief editor told everybody not to call me so that I could have a good rest. I was so touched by this.

What's kept you at IDG for 10 years?
I joined CCW Group right after graduation and I enjoyed the feeling of friendship between managers and colleagues. I get along well with everybody, and we help each other. We work overtime together and solve problems together.

Most challenging part of your job
I was asked by China Computerworld to be a part-time photographer in 2000. As I didn't know much about photography at that time and we used a film camera, I had to work very hard to learn. This was really a challenge for me.

Of what accomplishment at work are you most proud?
I reviewed previous layouts of IT Professionals, a column in China Computerworld, and I added cartoons to illustrate the content and made some improvements to the layout.

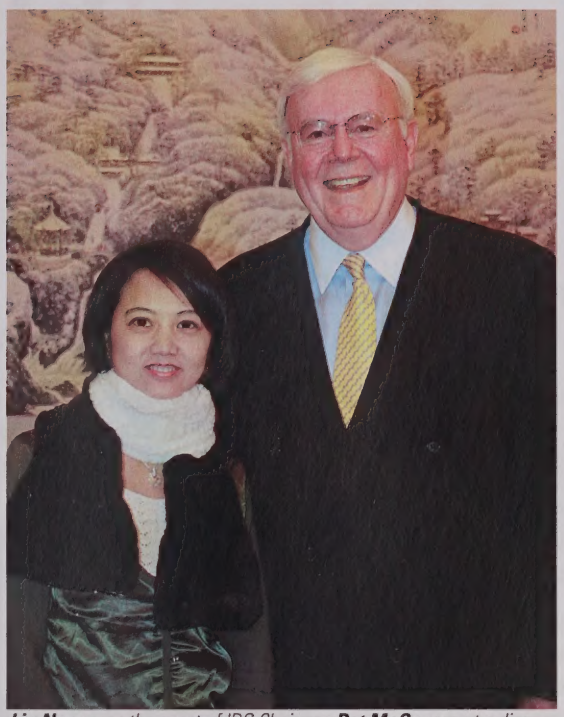
What talent do you wish you had?
Excellent administration and negotiation abilities.

Favorite way to work off stress
Sleeping and shopping.

What's your favorite thing on your desk?
A big glass cup.

Best piece of advice you've ever received
Be persistent.

Interests outside the office
Reading



Liu Nana *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner honoring her 10 years of service to the company.*

Family
My husband Li Zhihong.

What did you want to become when you were a child?
A primary school or kindergarten teacher.

What you'd grab if your house were on fire?
The people around me.

Favorite sport
Swimming

Favorite movie
The Scent of Green Papaya, a Vietnamese movie.

Your idea of a perfect day alone?
Waking up without an alarm clock, having a good breakfast and going shopping.

Retirement dreams?
Relaxing and living life without time limitations.

Manager's profile
"Ms. Liu often has inspirations when designing. Her designs always exceed our expectations."
— Bao Ran, executive president, China Computerworld; assistant president, CCW Group

See more photos of employees who have celebrated their 10th anniversaries with Pat McGovern on IDG Central.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Marissa Berenson *IDG*
John Dix *Network World*
Martin Fältström *IDG Sweden*
Erik Hedén *IDG Sweden*
Susanna Hinds *IDG*
Timothy Johnson *CSG*
Bushra Kalhid *CSG*
Nancy Newkirk *CSG*
Karl-Heinz Piotrowski *IDG Germany*
Rob Rebecchi *CSG*
Karen Ren *IDG China*
Murat Yildiz *Dunya Group*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

25 APRIL 2011
VOLUME 41, NUMBER 16

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Sweden event focuses on Web as a commercial platform

Six-year-old conference a must-attend in local market; attendance doubles

With more than twice as many attendees as last year, the now six-year-old Webbdagarna, IDG Sweden's annual conference that focuses on doing business online, has firmly established itself as a must-attend event in the local industry.

*IDG Sweden editorial staff members **Fredrik Wass**, **Katarina Stromberg** and **Miriam Olsson** were among the journalists covering Webbdagarna.*

Organized by the staff of Internetworld, Webbdagarna is targeted at "everyone who is interested and involved in using the Web as a commercial platform," said **Magnus Hoij**, editor-in-chief of Internetworld.

More than 1,000 professionals from marketing, sales and communications as well as IT and some agency representatives paid between 7,900 SEK (US$1,200) and 1,950 SEK ($600) — the lower price representing the cost of early bird registration — to attend the two-day event held March 30-31 at the new Stockholm Waterfront Congress Center.

"Despite the fact that we make good money from our attendees, we are still very reasonably priced compared to competitive events," Hoij said.

Webbdagarna also enjoyed the support of some 40 sponsors, including several "strategically important" companies, Hoij said, "companies that IDG would like

continued on page 5

Inside this issue

IDG Germany's ChannelPartner connects with key clients on the slopes *page 2*

Munich-based IDG Magazine tests new show partner role at digi:media *page 2*

One on one Computerworld Editor-in-chief Scot Finnie *page 3*

Celebrating 10 IDG Germany's Jörg Breit *page 8*

CW Denmark takes over country's largest IT show

When its partner of four years dropped out halfway through preparations for this year's event, IDG Denmark's Computerworld took over the country's largest IT trade show last month and made it its own, turning a healthy profit in the process.

According to IDG Denmark Commercial Director **Karsten Bundgaard**, the ICT Fair debuted in 2006 in Copenhagen as a joint venture between the event management company Easyfairs and Computerworld Denmark. Easyfairs handled the physical, exhibitor and content aspects of the fair, while CW Denmark recruited attendees, marketed and branded the event, organized panel discussions and printed and sold the show catalog. Profits were split between the two, with CW Denmark also keeping any profits from catalog sales.

continued on page 5

IDG training program helps managers hone skills

Quick — what do most employees surveyed say they value more: money and job security or interesting work and feeling appreciated? Well, if you were one of the 21 participants in last month's IDG Management Excellence Program (MEP), you'd know it's the latter. You'd also have a much greater appreciation for the power of excellent management practices in driving a company's success.

"There is a lot of great research out there that tells us that excellent management practices correlate to better business results," said **Alana Dros**, trainer, IDG Training and Development, and co-host — along with IDG Enterprise SVP Human Resources **Patty Chisholm** — of the three-day program. "Our goal [at MEP] was to reinforce the idea that by focusing on their management skills, our participants have the opportunity to produce better

continued on page 4

in brief newsworthy

IDG Germany's ChannelPartner connects with key clients on the slopes

*Reporter-in-chief **Armin Weiler**, who had a big hand in organizing this month's ChannelPartner Race, speeds toward the finish line.*

When IDG Germany's ChannelPartner staff recently hosted an event for some of the publication's most important customers, it all went quickly downhill. Very quickly.

The third annual ChannelPartner Race was held at the Pitztaler Gletscher ski resort in Austria and organized by the title's editorial staff with an assist from the ChannelPartner event staff. Primarily intended as a networking event, the weekend nevertheless generated a small profit thanks to sponsors Avery Zweckform/Case Logic, Brother, Lexmark, OKI, Stethos and Trust as well as the 160 euro (US$230) entry fee paid by the 60 participants, according to **Armin Weiler**, reporter-in-chief, ChannelPartner, and chief race organizer.

> ***"You can establish fantastic contacts when you participate in sports together."***
> ***— Armin Weiler, reporter-in-chief, ChannelPartner***

"You can establish fantastic contacts when you participate in sports together," Weiler said. "And we had important channel representatives and CEOs and other top executives at the race, including people like Stefan Schmidt, CEO, Stethos; Marcus Hammann, head of printer business, Tech Data Germany; and Achim Ritz, chairman of the board, Bex Components, AG."

The event began on Friday evening with a race briefing. The giant slalom took place on Saturday and was followed by an awards ceremony and dinner celebration. On Sunday, race partner Sport-Akademie offered lessons to any interested participants.

Six members of the ChannelPartner staff were among those who took part in the race: **Christian Meyer**, editor-in-chief; Dr. **Ronald Wiltscheck**, deputy editor-in-chief; **Beate Wöhe**, senior editor; **Sven Ohnstedt**, junior editor; **Thomas Jank**, account director; and Weiler.

The race, which is becoming a fixture in the German IT industry, is popular with its sponsors, most of whom have already signed on for next year's event. "Brother is a proud sponsor of the ChannelPartner Race as it has become an established tradition in Germany," said Jorg-Stefan Schmitt, head of corporate communications for Brother International. "Here is where you meet interesting representatives from the industry to exchange ideas in a relaxed setting. There is, of course, an athletic challenge involved as well, but that won't spoil the party!" WU

Munich-based IDG Magazine tests new show partner role at digi:media

In cooperation with show organizers digi:media, IDG Magazine Media gathered 12 application developers that bought small help-desk booth space in the "mobile capital — App Park" in which to present their apps.

As part of its effort to test new business models in the event arena, Munich, Germany-based IDG Magazine Media signed on as an advertising partner for the new digi:media trade show, which made its debut earlier this month in Düsseldorf, Germany. The event, owned by Messe Düsseldorf, positions itself as a new trade fair for commercial publishing and digital printing in the mobile age.

While at the event, the show's 6,000 attendees and 170 exhibitors could visit a zone called "mobile capital — App Park," organized and presented by IDG in cooperation with digi:media, where 12 application developers bought small help-desk booth space in which to present their apps.

> ***"Participating in these new ways at mobile events is an expansion of our very aggressive mobile strategy with our brands."***
> ***— IDG Magazine Media Publisher Canio Martino***

Nearby was IDG Germany's Showing Apps booth, displaying "everything we have regarding apps," said IDG Germany Executive Assistant **Kerstin Kammann**. "Not just our magazines, such as iPhoneWelt, iPadWelt and iPadSpecial and others, but also our iPhone and iPad apps and the MakingApps.de website."

On the day before digi:media opened IDG Germany held a one-day programming workshop for iPhone and iPad app developers called Showing Apps as part of its continuing series of Making Apps Developer Days. The workshop drew 25 attendees, who paid 599 euros (US$860) each to attend. IDG Germany also took advantage of its Showing Apps booth to promote Making Apps Essentials event, a workshop for developers scheduled for the end of May, that will look at app legal issues. A three-day workshop in September will focus on the iPad in the corporate environment.

"For us, participating in these new ways at mobile events is an expansion of our very aggressive mobile strategy with our brands," said IDG Magazine Media Publisher **Canio Martino**.

Organizing the Showing Apps event and digi:media booth were Project Manager **Bianca Kasper**, Macwelt Vice Editor-in-chief **Marlene Buschbeck-Idlachemi** and editorial Trainee **Clemens Fetzer**.

Contact Kerstin Kammann at kkammann@idgmagazine.de. WU

one on one the interview

Scot Finnie
The editor-in-chief of Computerworld is this week's columnist. Reach him at sfinnie@computerworld.com.

"Computerworld has been on an absolute tear with improved SEO results over the last year. The trend is consistent dating back to May of last year — when Computerworld rolled out its last site redesign. About 40% of the goals of that redesign were to bake SEO into the site. So, we got an object lesson in what really matters the most in applying SEO best practices."

Q We understand that one of your cross-brand areas of focus is working on improving the strategy, process and tools employed by IDG Enterprise to create and optimize news content. What have you been working on?

A In 2009 we created the News Task Force, whose initial goals included formalizing interaction with the IDG News Service and creating the Virtual News Desk (VND), a Zoho-based tool customized by CW online Managing Editor **Sharon Machlis**. The VND improves news generation efficiency by giving all reporters and news editors a way to earmark stories they're working on and communicate that and other information to other reporters.

For fiscal year 2011, the emphasis has been on fixing and improving the functionality of tools and Web sites to maximize the value of the content we produce. That includes working directly with contacts at Google News to improve referrals we get from that source. We've also launched a program of internal news tips and training. Here are some of the measures we've taken to improve our news ROI:

• Created a new monthly meeting for news editors, led by CW Managing Editor, News **Ken Mingis**. The last meeting covered logistics and process for offering more videos in news stories. Earlier meetings have covered shared problems, best practices, new strategies and so forth.

• We are working with the Digital Services Group (previously known as the Online Operations Group) on a tech project to create an after-hours publishing tool that would allow one editor to publish a breaking news story to all IDGE IT sites.

• We're working on a tech project that will allow each site an editor-configurable means of managing and controlling taxonomy mappings with IDGE News and also of all IDG sources. Right now, we are not able to get all of the news stories we want onto our sites, and this should help with that.

• We are working to review, improve and validate the workings of every IDGE site's Google News and Google Search site maps

• We worked last year with **Nancy Newkirk**'s team (Technology Services) to reduce and rebalance the mailing loads of our newsletter servers by adding two extra Lyris servers. That has greatly increased the reliability and reduced the mailing times of our time-sensitive newsletter mailings, with positive effect on four IDGE brands.

• We created an Enterprise News Coverage advisory group consisting of key news editors from CIO, NWW and CW. Their role is to ensure that we're neither missing stories nor opportunities to cover enterprise news in creative ways. That team is led by CIO.com Managing Editor **Laurianne McLaughlin** and includes Network World Online Executive Editor **Bob Brown** and CW Senior News Editor **Mike Bucken**.

Two challenges on our docket are still yet to be figured out: 1. We'd like to create a common set of news metrics across all the sites so that we can measure success. We're awaiting an Omniture upgrade that will bring all sites onto the same software to figure out what is possible there. 2. There are times when our news stories take a very long time to publish because of publishing tools, bandwidth and site architectures. And some of our sites, notably Network World and Computerworld, sometimes experience long delays before new stories appear on our home pages. IDGE CTO **Ray Anderson** and I have been discussing whether and how this might be addressed. It's a thorny problem.

Q Can you update us on how you're working with Google to increase Google search page views?

A Computerworld has been on an absolute tear with improved SEO results over the last year. For example, last month, 33% of CW's page views were derived from Google search referrals. It's not that that percentage is amazing; it's the contrast with CW's past. A year ago that number would be less than half as large. And the trend is consistent dating back to May of last year — when Computerworld rolled out its last site redesign. About 40% of the goals of that redesign were to bake SEO into the site, something that was not done in 2006 (the last major redesign). So, we got an object lesson in what really matters the most in applying SEO best practices. Bottom line: Your editors can follow SEO best practices to the limit, but the site has to be designed for search engines to attain the largest benefit.

In case you're wondering what SEO values we baked in to the site redesign, the key changes were:

• We significantly revised Computerworld's taxonomy of enterprise topic centers. It's important that the names of the taxonomies and their corresponding topic center pages be terms that readers are searching for. We literally perform a Google search for every possible taxonomy name we might use and settle on the search whose results best fit our content and the IT meaning. This worked so well that a year later we're revising the taxonomy again, applying the same strategy even more

continued on page 7

MEP

continued from page 1

results for their business units and IDG." To that end, this year's program featured a new session – The Case for Management Excellence – that was presented by Dros and explored the powerful impact that recognition

*Back row (l-r): PCWorld|Macworld Director of Sales **Gabe Rogol;** IDC Editorial Director **Tony Strattner**; IDG Tech Network Director of Sales **Matt Levine**; IDG Germany CFOWorld Editor-in-chief **Sascha Alexander**; PCWorld|Macworld Director, Online Design **Sky Collins**; IDG Corporate Services Group Manager of Customer Databases **Timothy Johnson**. Middle row: IDC Program Director **Joe Barkai**; IDC Program VP **Laura DuBois**; IDC Director, Client Services **Gemma Dietrich**; IDG Enterprise Senior Online Designer **Presh Costales**; IDG Sweden IT Development Manager **Johanna Billenman**; IDG International Publishing Services Finance Manager **Michele Putt;** IDC Group VP, Sector Account Sales **Steve Phillips**; IDC Program VP **Benjamin Woo**; VP, CIO Executive Council **Steve Dodman**. Front row: IDC Research VP **Michelle Bailey**; IDC Program VP **Cindy Borovick**; IDGE Marketing Manager **Susan Murray**; IDC HR Manager **Moira Keating**; IDC World Expo VP/GM **Madeline Kruzel**; and IDC Accounting Manager **Maureen Magee**.*

can have on employees and the business and the importance of employee engagement to a productive and satisfied team. The session drew heavily on a New York Times best-seller called "The Carrot Principle" by Adrian Gostick and Chester Elton and 2011 Employee Engagement research conducted by consulting firm Blessing White.

IDG's Management Excellence Program focuses on core management and leadership development skills as well as some of the unique challenges facing IDG's emerging leaders. Participants represented nine business units — including IDG Germany and IDG Sweden — each of whom was nominated by their business unit leadership for the program.

The program kicked off with an introduction to the Motivation Factor method, a framework for clarifying objectives, developing emotional and social intelligence, identifying individual resources and passions and understanding how these contribute to personal, team or organizational goals, presented by consultant Julie Lynch. The agenda also featured presentations by IDGE SVP Digital **Sean Weglage** called "Coach Stars and Manage Performance," "Managing through Change," by IDC SVP, GM Worldwide Sales **Brad Thorpe**; "Situational Leadership," presented by Dros, and a leadership panel featuring IDC SVP Executive and Go-to-Market Programs **Clare Gillan**, IDGE President and CEO **Michael Friedenberg** and IDG Global Solutions President **Matthew Yorke**. Chisholm and attorney Dave Wilson hosted a session on Management and Legal Risk and an MEP alumni panel featuring IDGE Senior Ad Sales Associate **Christine McKay**, Executive Producer, IDGE Digital Solutions Group **Matt Goebel** and IDC SVP U.S. Insights and Vertical Markets Research **Meredith Whalen**. Each of the alumni panelists shared a management challenge they had faced and lessons they learned in tackling it.

"I found the MEP extremely valuable," said **Benjamin Woo**, IDC program VP, WW Storage Systems. "Gaining a deeper understanding of the legal aspects of management was particularly enlightening, and the chance to work with and hear from other managers at other IDG business units provided an opportunity to create collaboration across IDG business units."

"We focused a good amount of time on reward and recognition," said **Michele Putt**, finance manager at IDG International Publishing Services. "We were given a book called "The Carrot Principle," which focused on managers using recognition to really engage their employees. We all like to think we do a good job at recognizing employees, but many times we do not. And while one type of recognition works well with one person, it doesn't necessarily work for another. This part of the program really resonated with me."

About half the attendees took advantage of an optional dinner on the second night designed to help participants get to know one another in a more informal setting.

> ***"We all like to think we do a good job at recognizing employees, but many times we do not. And while one type of recognition works well with one person, it doesn't necessarily work for another. This part of the program really resonated with me."***
>
> ***— Michele Putt, finance manager, IDG IPS***

Traditionally, Boston-area business unit heads are invited to attend a special luncheon on the program's last day. This year, organizers invited the manager of each MEP participant to attend. Participants whose managers were unable to attend received a personal note of congratulations from their managers. "It was a very special luncheon, and our participants really appreciated the thoughtfulness of their managers," Dros said.

For more information, contact Alana Dros at Alana_dros@idg.com. WU

Computerworld Expo ICT

continued from page 1

In October of last year, Easyfairs pulled out of the 2011 ICT Fair, citing "financial and strategic considerations," Bundgaard said. Recognizing the event's importance, CW Denmark decided to take over the project under the new brand Computerworld Expo ICT. Though they were concerned there were just a few months between this decision and the show itself, the new team pulled everything together.

*Computerworld Denmark Editor **Jan Horsager** (right) moderates a panel discussion at Computerworld IT Expo.*

CW Denmark put together an Expo Task Force consisting of Event and Conference Manager **Maibritt Møller**, Marketing Coordinator **Ditte Friis** and Sales Coordinator **Henriette Pedersen** and a dedicated freelance salesperson. "They made the show happen," Bundgaard said. "Everything went perfectly, despite our having to learn how to manage elements of the show we weren't responsible for earlier."

Last month's two-day event drew 1,800 IT professionals and decision makers and 70 exhibitors, primarily mid-size IT firms. Exhibiting firms paid an extra fee to give 10-minute presentations during panel discussions and received leads from the show attendees list.

Among the IDG Denmark participants at the event were CW Editor-in-chief **Line Ørskov**, who opened the event, and CW Editor **Jan Horsager**, moderator of six panel discussions.

CW Denmark marketed the show using traditional banner and print ads, but "our success in recruiting attendees came from e-mail marketing," Bundgaard said. "IDG Denmark has a database of approximately 23,000 names of IT professional who have given us permission to send marketing materials to their e-mail address."

Computerworld Expo ICT turned a profit of more than US$100,000, according to Bundgaard, who said he expected next year's event to be even more profitable "since we won't have to produce everything from scratch." He added that Expo Task Force learned from organizing this year's event that they will have to "front load" attendee invitations for the next show. "We need to have approximately 3,000 pre-signed attendees to get between 1,500 and 2,000 attendees over the two-day exhibition."

Several exhibitors have already booked booth space for the 2012 event.

The next Computerworld Expo ICT will be held in March 2012. For more information contact Karsten Bundgaard at kbu@idg.dk. WU

Webbdagarna

continued from page 1

***Magnus Hoij,** editor-in-chief of Internetworld, credits his team's use of Twitter and Facebook with helping to raise the visibility of Webbdagarna and attract more attendees.*

to do even more business with in the future.

"We established a really good dialogue with some of the largest integrators and consultancy firms in Sweden, and Webbdagarna turned out to be a really good way to get much closer to these accounts."

Given that two-thirds of the event's revenue comes from attendees, "it becomes even more important that we focus on the needs and interests of our attendees," Hoij said. The agenda featured four tracks: social media, SEO, location-based services and conversion. "We continuously invest in quality," Hoij said, adding that his team works closely with the speakers, pays close attention to the "look and feel" of the event and focuses on developing and maintaining a close dialogue with visitors.

"One of the factors in our success this year is that we were able to use social media in several ways, mainly Twitter and Facebook," Hoij said. "That made the event more visible, attracted more people and also provided a great tool for feedback, before, during and after the event."

Hoij said his team recently relaunched webbdagarna.se and used the new site to promote Webbdagarna's speakers prior to the event. "One of our ideas with the website was to use video to promote some of our great speakers, not only for marketing but also as a way of producing high-quality content," Hoij said. The webbdagarna.se site will be used for all of the events under the Webbdagarna brand in Sweden, including the upcoming events in the cities of Lulea (May), Goteborg and Malmoe (September).

"What is thrilling and maybe also a future challenge is that our [Internetworld] event business is soon to be bigger than our publishing business," Hoij said.

"Given the fact that we live in an extremely competitive online market, I like the idea that we have many different revenue streams, and also several ways of getting closer to our readers, visitors and partners," Hoij said.

Contact Magnus Hoij at magnus.hoij@idg.se. WU

noteworthy people

New employees

Emma Thornton joins **IDG U.K.** as media services manager, supporting the B2B sales teams. She has previously worked for Sony as a systems trainer and Tie Rack as U.K. and European retain management development officer. She enjoys film, travel, diving, art and is "currently learning to snowboard and finding it quite difficult, but I'm always trying to better myself." *emma_thornton@idg.co.uk*

Spinelli

New at the **IDG International Controller's Office** in London is Financial Controller **Franco Spinelli**. He spent the last nine years in various risk, audit and finance roles in the financial services arena. He holds a B.S. in accounting sciences from the University of South Africa and enjoys sports, live music, photography and travel. *franco_spinelli@idg.com*

PETER SHORT
DeCristofaro

Previously a vice president with State Street Corp., **Joe DeCristofaro** joins **IDC Framingham** as research director, Investment Research. He holds a B.A. in classics from Dartmouth College in Hanover, N.H., and an MBA from MIT's Sloan School of Management. He enjoys reading, exercise and spending time with family and friends. *jdecristofaro@idc.com*

IDG Enterprise has hired **Tony Casasanto** as a Web and business intelligence analyst; he was previously an implementation consultant with Meditech in charge of managing implementations of electronic medical records and health care information systems throughout North America. He holds a B.S. in managerial economics from the University of Massachusett/Amherst's Isenberg School of Management. He enjoys football and skiing. *tcasasanto@idgenterprise.com*

Previously an accountant at Internet radio company Live365,

IDG WORLD UPDATE
Man

Stephanie Man joins **PCWorld|Macworld**'s San Francisco office as a staff accountant. She holds a B.S. in MIS and risk management from the University of Georgia. She enjoys spending her free time surfing the Web and hanging out with her Pekingese Fluffy. *sman@pcworld.com*

Previously a business development manager with Undertone, **Sonja Kosman** joins **IDG Syndication and Networks** as a product manager. She holds a B.A. in political science from Pennsylvania's Bryn Mawr University as well as an MBA in marketing and finance from the Columbia University Business School. A marathon runner, she also enjoys culinary studies and exploring New York City. She will be traveling to Uganda in August to teach life skills to "disadvantaged children and teens" through the nonprofit agency Lead Uganda. *sonja_kosman@idgtechnet.com*

IDG Tech Network's San Francisco office has hired **Cody Widdes** as an account executive. She was previously an account executive with CBS Interactive and holds a B.A. in English from Columbia University in New York City. In her free time she enjoys snowboarding, dining out and exploring new cities. *cody_widdes@idgtechnet.com*

Returning employees

Klein

Dayna Klein returns to IDG as event marketing manager with **IDG Enterprise**'s Events group. She previously worked as a contractor for Network World's Seminars and Events division for two years. Most recently marketing manager with Accela Communications, she holds a B.S. in marketing from Central Connecticut State University in New Britain, Conn., and enjoys spending time with her two sons. *dklein@idgenterprise.com* WU

Marathon man

IDG News Service Copy Editor **Fred O'Connor**, pictured standing outside the Athletes' Village at the start of last week's Boston Marathon in Hopkinton, Mass., was among the 23,879 runners to complete the 26.2-mile run. Finishing with a time of 3:02, O'Connor was the 1,760th runner to cross the finish line. O'Connor ran his first marathon last October in Chicago and began training for Monday's event during the second week of January.

"I felt a great sense of accomplishment and pride that my dedication to the training program paid off," he said. "Running during this past winter of freezing temperatures and constant snow proved very challenging."

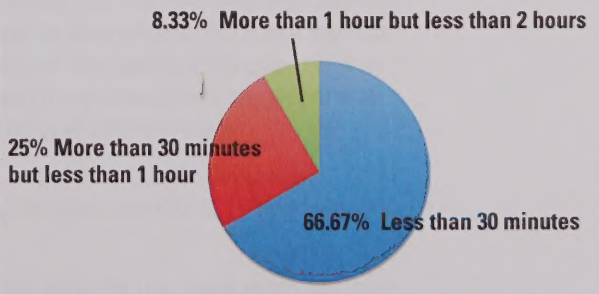
Who's doing what around your office?

The Photo of the Day feature on the home page of IDG Central is a way to share a quick snapshot of what's happening at IDG business units around the world.

All employees are encouraged to send photos depicting a small slice of life at the office, or an image from an event, a staff meeting or anything that gives colleagues a window into your work life or a look at what employees are up to in their free time.

Question of the Week results for April 18

On a typical workday, how many minutes do you spend on the phone?



Log on to www.idgcentral.com to vote on this week's question:
Will you miss the Flip video camera?

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Penny Winn *IDG World Update*

24
Stephen Tozeski
IDG List Services

22
Sue Yanovitch *IDG Enterprise*

20
Heidi Broadley *IDG Enterprise*

19
Kimberly Brinson *PCWorld*
Derek Slater *CXO Media*

15
Arezki Daoud *IDC*

13
Henrik Almén *IDG Sweden*

12
Curtis Price *IDC*
Peter Short *IDC*
John O'Malley
IDG Connect/IDG List Services
Jennifer Malkasian
IDG Corporate Services Group

11
Lisa Esseen *IDG Sweden*
Anne McCrory *IDG Enterprise*
Galen Gruman *InfoWorld*

10
Scott Ellison *IDC*
Agam Shah *IDG News Service*

9
Kevin Brodie *IDC*
Stephen Sauer *IDG Enterprise*

8
Lisa Borthwick
IDG Global Solutions U.K.
Joy Latino *IDG Enterprise*

7
Raymond Huo *IDC China*
Jackie Wan *IDC China*
Melissa Bambauer *IDC*
Luciano Crippa *IDC Brazil*

6
Carolina Hernando Gallegos
IDG Spain
Jakub Stolarski *IDC*
Scott Lundstrom *IDC*

5
Kyung-Mi Hwang *IDC Korea*
Mark Hattersley
Macworld U.K.
William Stein *IDG World Expo*
Ching Lee
IDG Corporate Services Group

4
Jonathan Bassett *IDC*
Laura Ames *IDG Connect*

3
Dorthe Meyhoff Jensen
IDC Denmark
John Delaney *IDC U.K.*
Barry Lim *IDC Malaysia*
Ayon Das
IDC Center for Consultancy and Research (India)
Ivone Alves
Now! Digital Business (Brazil)

1
Luiz Mazetto
Now! Digital Business (Brazil)
Armen Brown
IDG Corporate Services Group
Nira Colonero
IDG Research Services

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Check your My Profile page

Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices. You can change the password you currently have for IDG Central, add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

One on one

continued from page 3

deeply and making sure we keep up with new trends and changing search patterns.

• We eliminated content and links to anything on the topic center pages that wasn't specific to the taxonomy topic. This reinforces our commitment to the topic that the search engine expects to find on a given page.

• The meta tag keywords, meta tag page description, the title bar text and the descriptive kicker that appears below the name of each topic center page were all carefully crafted and echo one another.

• Numerous Web development/production changes were made to the site, such as using text not bitmaps for headers and Google-prescribed header tags, behind the scenes to make indexing the site far more search-engine friendly.

• All new hierarchical text-based navigation system and revised Google search site map.

Q You've been working directly with Google News on behalf of IDGE for more than a year. What has been the result of those talks?

A We've explored several issues and learned a great deal about the Google News view of things. Google News helped us review our site maps, and we discovered some issues that we think have been resolved. We've set in motion projects to revise elements of our sites in response to recommendations from Google News. One of those is a pending revision to CIO.com's blogs area. While we've experienced some successes, key IDGE sites are being inadvertently neglected by Google News, and we're still working with Google to fix those problems. There's more to do.

On the advice of Google News we have implemented some meta tag changes on stories published by IDGE sites, such as a tag that helps Google News know the date and time when stories are published.

Google News recently announced a new set of meta tags that it's recommending, one of which — the "syndication-source" tag — Computerworld was among the first to beta test. The purpose of this tag is to help give sites that originate a news story recognition for their efforts. You might say that it's Google News' version of the canonical tag (prescribed by Google search). The search and news teams are separate at Google, and they do things in different ways.

For more information on the new Google News tags: http://googlenewsblog.blogspot.com/2010/11/credit-where-credit-is-due.html.

My understanding is that all of the U.S. publications are using the syndication-source tag. I'm willing to serve as a basic resource within IDG to anyone who might have questions about the new Google meta tags. WU

celebrating 10!

Name
Jörg Breit

Home
Senden, Bavaria, Germany

Joined IDG
February 1999, Trainee Content Management

Career path
02/1999 – 01/2000: Trainee Content Management
02/2000 – 06/2000: Content Manager
07/2000 – 08/2006: Project Manager Online
09/2006 – present: Web Coordinator

Current title
As coordinator for website management, I am responsible for almost all aspects regarding the electronic delivery of our content in different output channels, particularly websites and mobile devices. My focus is on the conception and launch of new services and technologies as well as on the development and technical administration of the existing websites. In this context, I work together closely as a project manager with internal departments as well as with external service providers and partners.

Three things I do in a day's work
Answer e-mails, speak with our programmers, and think about improvements to our website.

Job perk
Always on par with the technical progress.

I joined IDG because
I wanted to accompany the Internet as a publishing platform in a market-leading company.

What's kept you at IDG for 10 years?
The certainty that electronic publishing as a strategic objective is not only postulated, but is lived in daily business and so leads to the continuous development of the company in this area. In addition, the support of my superiors and colleagues to manage the challenges and seize the opportunities.

Best way someone could compliment you on your work
That's quite easy. Just tell me.

Interests outside the office
I love ice hockey (especially my favorite team the Kloten Flyers) and enjoy biking and reading.

Ability do you wish you had?
I would like to learn languages easily with minimal effort.

Dream destination
Australia

*IDG Business Media's **Jörg Breit** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his 10 years of service to the company.*

Your idea of a perfect day alone?
Cruising through the Alps in a Caterham Super 7.

Favorite gadget
Definitely my iPhone4, I must confess. It took a long time to replace my beloved Apple Newton!

Favorite vacation spot?
Mediterranean coast of France and Italy.

Manager's profile
"Jörg's history with IDG reaches back to the early days of web development. At the same amazing speed with which the internet conquered the media world Jörg has worked his way up from an entry-level web coordinator to a cornerstone of IDG Germany's web strategy. Today he is responsible for all technological projects that aim to drive our websites toward more functionality, greater reach and enhanced usability. He is a real asset to our organisation and a great person to work with."

— Stefan Huegel, head of website management, B2B, IDG Business Media

Change your IDG Central password

Did you know you can change your auto-generated IDG Central password? Click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Karsten Bundgaard *IDG Denmark*
Alana Dros *IDG Training and Development*
Scot Finnie *Computerworld*
Magnus Hoij *IDG Sweden*
Kerstin Kammann *IDG Germany*
Armin Weiler *IDG Germany*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

9 MAY 2011
VOLUME 41, NUMBER 18

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

touch magazine to serve Australian Apple iOS device users

Quarterly publication will also circulate in New Zealand, parts of Asia-Pacific

"While we certainly won't be cutting out our iOS coverage in Macworld, having touch on the shelves means we can provide even more comprehensive iOS coverage to readers while taking Macworld back to its roots."
— Dave Bullard, editor-in-chief, touch

Devotees of Apple's iOS-fueled products in Australia, New Zealand and other parts of the Asia-Pacific region will soon have a unique new publication to call their own. touch magazine, which will cater to users of Apple's iPad, iPod and iPhone, launches May 11 as a quarterly publication available both on newsstands and as a digital version via Zinio. Both formats will sell for $9.95 AUD (US$10.90). The first issue will also be distributed in more than 500 supermarkets in Australia.

Published by Niche Media, IDG's long-standing Macworld licensee, touch is also being published under license to IDG.

Niche Media took over the publication of Australian Macworld — a magazine originally launched in 1985 by IDG Australia — in 1997 when IDG formed a joint venture with Ziff-Davis (the publisher of MacUser) called Mac Publishing LLC. IDG Australia had ceased publishing the title several years earlier, and Australian Macworld was offered to Niche Media, as the company had owned the publishing rights to MacUser since 1994. Prior to 1994, Niche Media had been publisher of MacNews.

The publication is targeted at both PC and Mac users, said **Liana Pappas**, who serves as publisher for both Macworld and touch. By courting users of both operating systems, Pappas said they are hoping to reach a larger market. "My personal experience contributed to the reasoning behind this launch," Pappas explained. "When I joined Australian Macworld in 2007, I was a PC user who had never used a Mac. However, I had an iPod. PC/Windows users who own an iOS device and are looking for a publication with information about the iPad, iPod or iPhone will probably not pick up Macworld. touch fills this gap."

continued on page 4

Inside this issue

Matthew Yorke one of 10 C-Level Visionaries honored in Folio:40 *page 2*

Pete Longo, Ulla McGee named Top Innovators by Media Business *page 2*

CW, CIO make BtoB's Media Power 50 list *page 2*

IT student survey gives IDG Sweden high ratings as future employer *page 2*

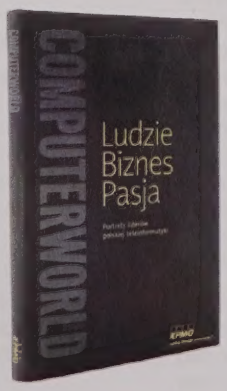
IDG Global Product Line Meeting set for Oct. 16-19 *page 2*

One on One: IDG Enterprise Multimedia Content Editor Keith Shaw *page 3*

Celebrating 10: PCW | MW and GamePro's Kate Coldwell *page 8*

Portraits lure IT executives' support for book project

Looking for a project that was "new, fresh — and profitable," Computerworld Poland recently published People, Business, Passion, a series of interviews with 31 of Poland's leading IT executives collected as a deluxe bound book.



The book project took in nearly US$200,000 in revenue from the contributing firms, "which makes it probably IDG Poland's biggest single project in recent years," said **Piotr Wtulich**, IDG Poland general manager. "Besides the money, we have gained a massive mindshare among market-leading IT

continued on page 5

IDG.se's news reader app for iPad gets off to strong start

IDG Sweden's new iPad app zoomed to the No. 1 position in Apple's Swedish App Store in less than 24 hours. Released in April, the IDG.se app is a news reader that allows users to access the same news content as the IDG.se website but in a convenient mobile app format designed for the iPad.

Pontus Jeppsson, IDG Sweden business manager, Paid Services and Mobile, said users can browse articles in a number of ways — "as prioritized by our editors, chronologically or divided into 14 different industry topics, such as News, Networks, Mobile, Outsourcing, Linux and Green IT."

The app has features that allow users to mark an ar-

continued on page 5

in brief newsworthy

Matthew Yorke one of 10 C-Level Visionaries honored in Folio: 40

IDG Global Solutions President **Matthew Yorke** was recognized as one of 10 C-Level Visionaries in the 2011 Folio: 40. Each year, Folio publishes a list of its picks for the 40 most distinguished media professionals from every corner of the publishing industry. The other three categories included Director-Level Doers, Industry Influencers and Under the Radar.

Yorke

Yorke was cited for pioneering the integration of social media strategies into IDG's broader marketing services organization.

"This award is really a recognition of the fantastic people on the SMS [Strategic Marketing Services] and IGS team that I am surrounded by," Yorke said. "They take an idea, develop it, work hard to find the big sales opportunities and are committed to exceeding customer expectations every single day."

Yorke, who was named president of IGS in January, originally joined the company in London in 1999 as business development director. He relocated to the U.S. in 2004 to become VP, Corporate Sales.

For the full article, visit http://www.foliomag.com/2011/matt-yorke. Write to Yorke at matthew_yorke@idg.com. WU

Computerworld, CIO make BtoB's Media Power 50 list

Computerworld and CIO were named to BtoB's Media Power 50, the publication's annual listing of top media outlets that help marketers reach their audiences. Of the 50 brands represented in the report, 80% are traditional brands that have their roots in print. But as the report notes, they all have one thing in common: "They have been unafraid to adapt to the World Wide Web and all it offers." To read the report, visit www.btobonline.com/section/btobissue. WU

IDG Global Product Line Meeting to be held Oct. 16-19 in Copenhagen

The 2011 edition of the IDG Global Product Line Meeting will be held Oct. 16-19 in Denmark at the Copenhagen Marriott Hotel. The meeting provides an opportunity for delegates from global subsidiaries and license partners to network and exchange ideas about many facets of IDG's business.

The agenda is just beginning to be developed and will likely include general sessions, workshops, great ideas and reports on innovative IDG products, services and strategies around topics such as mobile, social media, databases, reader revenue, SEO and engagement with a focus on revenue-producing initiatives.

Country managers will be asked to nominate staff members who they feel are most likely to benefit from attending and who can bring back ideas to share with colleagues at home.

Details about event registration and hotel reservation websites will be announced soon. WU

Pete Longo, Ulla McGee named Top Innovators by Media Business

Pete Longo, CEO of IDG Syndication and Networks, and **Ulla McGee**, VP, mobile products, PCWorld | Macworld, are among the 11 winners of Media Business' eighth annual Top Innovators in Business Publishing Awards, which were announced last week. The awards will be presented at a luncheon at the Hilton New York on June 7. Read more at http://www.btobonline.com/section/mbissue. WU

IT student survey gives IDG Sweden high ratings as future employer

According to a recent survey by research firm Universum, university students gave high marks to IDG Sweden as a potential employer. It was the first time IDG Sweden was selected by Universum for inclusion in the survey, and the business unit was recognized as one of three "rockets" — new companies on the list that achieved a high ranking.

In a survey of approximately 1,000 computer science majors, IDG Sweden ranked 39 out of 131 companies as an attractive future employer. It outranked numerous well-known companies such as SAP, Ernst & Young, McKinsey and Tieto. As in previous years, Google and Microsoft earned the top two spots.

*The morning IDG Sweden's ranking was announced, IDG Sweden Marketing Director **Martin Fältström** (l) and Country Manager and CEO **Lars Dahmén** greeted arriving employees with fresh cinnamon rolls by way of congratulations.*

"This is proof that IDG as a brand is very well known among the nation's students," said IDG Sweden Marketing Director **Martin Fältström**. "It's really good news, both from a recruitment perspective and also from a sales perspective." While this year IDG Sweden was included in the survey directed toward computer science majors, next year the company will also be part of another portion of the survey targeted to business students.

IDG Sweden plans to cite the survey findings in recruitment material, in ads and on IDG.se. It will also be part of IDG Sweden's Facebook page (www.facebook.com/idgsverige and its "About IDG" page (http://idgmedia.idg.se/2.3796).

Fältström estimated that about 20 people among IDG Sweden's 180 current employees have IT degrees, both in technical departments as well as editorial. Read more about the research at http://tinyurl.com/3qmczva.

Write to martin.faltstrom@idg.se. WU

one on one the interview

Keith Shaw
The multimedia content editor for IDG Enterprise is this week's columnist. Reach him at kshaw@nww.com.

"Our biggest challenge with visitors is the same as with other editorial content types: letting them know that we have great content available for them to consume."

Q How would you describe your scope of work?

A My role has three components: increase the exposure of editorial videos across all of the IDG Enterprise brands (CIO, CSO, Computerworld, InfoWorld, ITworld, Network World, DEMO); assist with technical improvements to our sites to help increase video views and downloads; and increase the creation of original video content across the brands.

Increasing exposure to video across the sites involves informing editors about videos that we (or the IDG News Service) have produced, but we also are looking across the Internet for videos that have relevance to particular stories or to our audience. For example, I started writing a blog for ITworld called ITworld.TV, which tries to grab a few tech-related viral videos each day, in essence as a way to keep the audience on our sites for a longer period. This also helps with our social media strategies of promoting interesting content to get people to come back to the sites.

Within the various IDG Enterprise brands, we are probably producing about five to 10 videos on average per month; whenever there's a trade show, those numbers go up. Viewership of videos goes up whenever we spotlight videos that show off a new product or service — videos from CES, CTIA and DEMO (as well as other consumer shows covered by the IDG News Service) always do well.

Q What is the business model for multimedia projects at IDGE?

A Generally, videos are monetized through pre-roll or in-video advertising (ads that slide up from the bottom frame during video playback). Our distribution platform, Brightcove, has support for other advertising methods such as sponsored branded players and post-roll ads. We also get a share of advertising revenue from Google/YouTube, as IDG is an official partner with YouTube. Unlike custom video projects that are often sponsored by a single vendor, editorial videos are treated like editorial news articles — any vendor can participate in placing video ads or banner alongside the videos.

With many predictions about the growth of online video advertising in the years to come, we want to be prepared with as many options for sponsors as possible.

Q How is video incorporated into the content mix on IDGE sites?

A The goal of editorial video is to produce pieces that can accompany more traditional articles; we want to provide video as a sidebar or alternative entry point for people within a story. That's the goal of our Short Take news analysis series. If a news story is breaking (Amazon EC2 outage, new iPads from Apple, etc.), we grab an editor/writer and do a quick three-minutes-or-less interview "from the newsroom" that offers up some analysis on the news. Editors can then embed this video into articles surrounding this news, creating a larger package overall.

Sometimes, however, the videos we create end up being stand-alone pieces (for example, individual product pitches at trade shows), and we post them as articles or blog posts with very little text and the embedded video.

Q Can you share some of your best tips/tricks for producing video?

A 1) The "Let's try it!" mantra really applies here: Sometimes I feel that an idea for a video won't work, but after we produce it we get lots of views. For example, I did a quick video about an iPhone app that auto-corrects the pitch on your singing voice, and we're still getting views (52,000-plus at last count) more than a year later.

2) Don't be afraid to look foolish; also, have a thick skin. With video, you are putting yourself out there, so sometimes you end up doing goofy things. If you worry too much about how your hair looks or your double chin, you'll be too self-conscious about it. Also, with the ability for YouTube users to comment on your videos, be prepared for the onslaught of negative criticism, and have a thick enough skin to take them with a grain of salt.

3) When shooting videos, pay attention to lighting, and try to find quiet areas (as much as possible) to record. We aren't looking for Spielbergian quality on our videos, but some attention paid to sound and lighting can jump you ahead of other people shooting video who don't care about these things.

4) That said, speed is very important, especially when you have something that you know will do well. At trade shows, getting your video of the hot product up first can mean a huge difference in video views.

5) Keep it under three minutes. Many times, reporters will just hit the record button when interviewing someone and then let the speaker go on and on and on. This is no time to be polite. You have less than three minutes to produce something that people will want to watch, and that means short questions and

continued on page 7

touch

continued from page 1

Dave Bullard, editor-in-chief of Australian Macworld, will also serve in the same capacity for touch. Editing touch will be **Tim Grey**, and Niche Media Studio Manager **Keely Atkins** will be the designer.

*Niche Media staff responsible for the touch launch include (l-r): **Tim Grey**, editor; **Keely Atkins**, studio manager/designer; **Liana Pappas**, publisher; and **Dave Bullard**, editor-in-chief.*

Pappas said advertising support for the first issue has been strong. "As is the case with all new magazines, many advertisers wait for issue two so they can see where their money is going. But the great relationships we've built with our Macworld clients over the years led many to support us on our launch issue.

touch content is a mixture of technology and lifestyle. "Each issue we will have dedicated sections for Education, Business and Beginners, plus step-by-step guides, and we will compare the iPhone and iPad to their non-Apple competitors," Pappas said. "Plus we have the bread-and-butter of tech publications — reviews of apps, games, music, earphones, docking stations and so on."

Pappas said they are hoping to appeal to the broadest audience possible, from beginners to experts. "Our idea was that an entire family or a business can share a copy of touch and each get something out of it — from a child to a teenager to a mom to a business person to a retiree," she said.

Macworld and touch will stake out largely distinct editorial territory, Bullard said. "While iOS is obviously a large part of the Apple ecosystem and has to be covered in Mac publications and websites, we've had complaints from readers that we've had too much non-Mac content in Macworld of late. While we certainly won't be cutting out our iOS coverage in Macworld, having touch on the shelves means we can provide even more comprehensive iOS coverage to readers while taking Macworld back to its roots."

"There will obviously have to be some crossover between the publications, in that both will have to cover the latest Apple products, the most important iOS issues and the hottest apps, but in these cases touch will be able to provide far more comprehensive coverage," Bullard added.

"There's another benefit — with more and more users switching from Windows to Mac after owning an iOS device, we anticipate a number of PC-using touch readers will then discover Australian Macworld."

A touch website will launch in concert with the second issue on Aug. 10. A landing page is currently available at www.touchmag.com.au and will be updated with a sneak peek of what is in Issue 1.

Although Pappas said they don't have detailed numbers regarding the number of iOS devices in the local market, she said that iPhone sales in Asia-Pacific were up 68% in Apple's last quarterly earnings report and that iPad 2 sales are outstripping demand for the original iPad. All iOS devices are the No. 1 in market share in their categories.

For more information, contact Liana Pappas at liana.pappas@touchmag.com.au. WU

IDG Central's onVideo blog looks at TheNewsmarket.com, a free video resource

*IDG News Service Multimedia Correspondent and Video Content Manager **Nick Barber** posted this entry recently on IDG Central's onVideo employee blog. Check out the site for the video examples mentioned below.*

For an online journalist it's hard to be in multiple locations at once. It's also hard to have b-roll of something you've never seen in person. That's when TheNewsmarket.com comes to the rescue.

The site is a digital video library that has a seemingly unending supply of b-roll, talking heads, photos and audio files. It's free (yes, *free*) for journalists to use and all of the content is delivered digitally via FTP. Many major tech companies use it like Ericsson, Intel, Google and others. Check out my video tour below and then read more after the jump.

While I still consider The Newsmarket a great resource, companies using it are starting to get smart. The reason the site is free for us is because the companies pay to post and serve their content. Microsoft got smart a few years back and stopped using the site in favor of their own media page. I have a feeling other large companies will begin doing this soon, but for now NM is a site I check every day.

To give you an idea of what you can create from NM clips, here's a report I did last week on Intel earnings. Intel posted some soundbites from its CFO along with some b-roll.

Poland

continued from page 1

companies through their CEOs who were involved in the project."

The "sweet spot" of the project was a portrait session for each executive with a well-known photographer for the black-and-white portraits used in the book. The executives were also given the rights to use the portraits for their own purposes, which they found to be a very attractive offer.

*The IDG Poland team that worked on the project also posed for a portrait. (L-R): **Krzysztof Frydrychowicz**, **Dorota Konowrocka**, **Piotr Waszczuk**, **Wanda Zolcinska**, **Andrzej Gontarz**, **Andrzej Maciejewski**, **Monika Tomkiewicz** and **Adam Jadczak**.*

"The general editorial idea was to interview the country's top IT executives, and collect those interviews in one prestigious publication," said **Krzysztof Frydrychowicz**, IDG Poland business media managing director. "We talked to CEOs, owners and founders of the biggest Polish companies and asked them about their career paths, education, management style and habits, business and sales philosophy, hobbies and lifestyle. We also spoke with them about the history of the Polish IT industry."

Included in the 200-page, hard-bound book are interviews with the local general managers of IBM, Microsoft, Hewlett-Packard and other international brands as well as those from Polish companies. "It wasn't an open invitation," Frydrychowicz said. He and his editorial team selected who would be interviewed from a list that was based largely on companies with high rankings in CW Poland's annual top 200 largest IT companies in Poland.

Once the executives were chosen, the CW Poland sales team and Frydrychowicz approached each of the companies represented by the potential interviewees and asked their public relations and marketing departments to contribute to the costs of its publication. For US$7,500, each firm was offered three pages devoted to their executive's interview and three full-page photos of the executive, as well as 10 free copies of the book. Approximately 95% of the firms asked contributed to the project.

"We convinced them that we're asking for financing of a unique project that wouldn't happen otherwise," Frydrychowicz said. "This was the most important part of our sales tactic — not to charge for content but to convince them they should be a part of a project that requires extra financing. Initially, I was concerned that firms would refuse to pay for editorial content, but they didn't. Everyone understood that it's an extraordinary project that needs extraordinary financing."

The consulting firm KPMG was a general sponsor of the book — paying nearly twice what the companies in the book paid — and had its logo embossed on the front cover.

A release party for the interviewees and 100 other guests was held at Warsaw's Royal Castle. The event included an exhibition of portraits and was "a huge success; nearly every CEO took part," Frydrychowicz said.

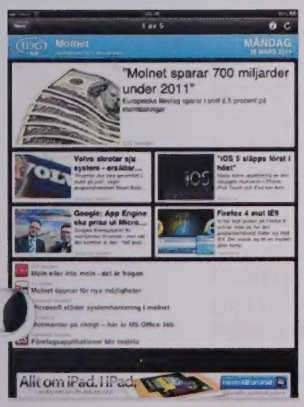
IDG Poland printed 1,500 copies of the book, which it sells for $35 at major bookstores and on its website. Sales have been "quite good," Frydrychowicz said. CW Poland also plans to use the book as a premium gift for print readers who renew their subscriptions.

The main lesson learned, he added, was "you have invest a lot at a very early stage to convince the biggest players to take part in a project. If you get the top five, you can get the top 10 and then it's virtually automatic that you'll get the next tier of clients."

Go to http://www.computerworld.pl/album/ or write to krzysztof_frydrychowicz@idg.com.pl. WU

IDG.se app

continued from page 1



IDG Sweden is offering its iPad app source code to any IDG business unit.

ticle as a favorite for later reading; post comments to an article, as well as read those others have posted; and share an article on Facebook, Twitter or via e-mail. There is also a daily "Dilbert" comic strip.

Ad-supported, the app is free. "We have three ad campaigns running, and a fourth will start in a few weeks," Jeppsson said. Click-through rates to date have been "amazing — comparable to what we see on our mobile sites," with current click-through rates ranging from 0.8% to 2.6%.

As of late April, the IDG.se app had been downloaded 9,000 times, chalked up 90,000 page views per week and accounted for a monthly ad revenue of SEK 142,000 (US$25,000). It is IDG Sweden's first news reader app; the company also offers two interactive iPad apps, including one for its MacWorld magazine.

Jeppsson said the app was built on the same framework as IDG Sweden's existing iPhone apps. "It wasn't a very big investment. We had already built the integration to our content management system and the reader comments and sharing features. We basically just had to build a new user interface." He added that any IDG business unit that would like to use the IDG Sweden app source code should contact him.

Contact Pontus Jeppsson at pontus@idg.se. WU

noteworthy people

New employees

Steimels

Dennis Steimels joins **IDG Germany** as an editorial trainee. He was previously a surveying technician with the Cologne, Germany, Surveyor's Office. He enjoys sports, reading, movies and music. *dsteimels@idgmagazine.de*

Muijser

Boudewijn Muijser signs on with **IDG Netherlands** as a brand manager for Zoom.nl. He previously worked as a commercial manager at the photo agency Hollandse Hoogte and is currently working toward a degree in commercial economics. Away from his desk he enjoys cycling, diving and fine wine. *bmuijser@idg.nl*

van Arendonk

Also new at Zoom.nl at **IDG Netherlands** is Editor **Kim van Arendonk**. She holds a B.A. in journalism from Utrecht University and enjoys photography, music and race cycling in her free time. *kim@zoom.nl*

Friedman

Macworld's new staff writer is **Lex Friedman**, who comes from Demand Media where he was a senior director, Product and Community. He holds a B.A. in linguistics and cognitive science from Brandeis University in Waltham, Mass. and enjoys spending time with his wife and three children. "Most of my other hobbies are Apple-centric, so it's good I got hired here," he said. *lfriedman@macworld.com*

Machado

Senior Research Analyst **Amy Machado** comes to **IDC**'s U.S. Hardcopy Peripheral group from InfoTrends, Inc. where she was a forecast manager. A graduate of Clemson (S.C.) University, she holds a B.A. in English. Away from the office she enjoys tennis, cross-stitching and running; "I was the fastest Newporter in the Newport, R.I., Marathon and qualified for the Boston Marathon with a time of 3:30." *amachado@idc.com*

Friedman

Ryan Friedman joins **IDG Global Solutions**' San Francisco office as manager, Program Development where he will lead the development of advertising programs for U.S.-based advertisers seeking global audiences. He was previously manager, Advertising Solutions with Kontera. A graduate of the University of California/Davis, he holds a B.S. in psychology with a minor in geology. In his free time, he joins his wife as percussionists with local semi-professional orchestras, chamber ensembles and musical theater companies. *ryan_friedman@idg.com*

Returning employees

Most recently a freelance designer (www.okaykate.com), **Kate Godfrey** rejoins **PCWorld**'s art department as a designer; she was previously deputy art director. In her free time she is a bookmaker and paper model designer. She has also written and produced an audio fairytale that picked up 9,000 listeners on iTunes and recently redesigned the California Food Policy website, set to launch this summer. *kgodfrey@pcworld.com.*

Et cetera

IDG News Service Tokyo Bureau Chief **Martyn Williams** has been awarded a Knight Journalism Fellowship to study at Stanford University in Palo Alto, Calif., for the 2011-12 academic year. With the program's new focus on journalism innovation, entrepreneurship and leadership, Williams' proposed project will design tools for safely connecting reporters with citizens in North Korea and other closed societies. Other projects proposed by the 12 new Fellows include ones focused on collaboration between citizen journalists and traditional newsrooms, storytelling in a digital age and mining news organizations' archives as a revenue source. During their stay at Stanford, the Knight Fellows also pursue independent courses of study and participate in special seminars.

Williams

Williams will take a leave of absence for the 2011-12 academic year starting in September and will rejoin the News Service upon completing the program. *martyn_williams@idg.com*

Send details about promotions, new and returning employees, transfers and awards or speaking engagements to world_update@idg.com.

European Media Management Institute graduates class of 2011

*The winners of the case study competition were (l-r): **Jorgen Lindqvist**, editor-in-chief, IDG Sweden; **Damian Madden**, head of CIO sales and associate publisher, CFO World, IDG U.K.; **Jo Tilson**, head of marketing and research, IDG Global Solutions EMEA and **Sander van der Meijs**, chief of editorial office, Webwereld and Techworld, IDG Netherlands. Not pictured: **Rolf Roewekamp**, executive editor, IDG Germany. For photos of the other participants, see this article on IDG Central.*

Fifteen employees from eight business units gained insight into IDG's business priorities at the European Media Management Institute, held April 5-7 in Amsterdam.

Participants were nominated to attend the institute by their managers. Through workshops led by IDG executives and managers, attendees learned more about finance and business management, mobile, leadership, events, social media, editorial, lead generation and multi-country advertising programs. They also had a Q&A opportunity with IDG Communications CEO **Bob Carrigan**.

During the course of the week, participants broke into three groups to work on a case study based on real-life challenges and opportunities facing IDG business units. Each group presented its findings to a panel consisting of IDG International Controller **Toby Hurlstone**; IDG Denmark Marketing Director **Karsten Bundgaard**, and IDG Netherlands B2B Publisher **Herman Mantel**.

The program coordinators and hosts for EMMI were **Laurie Butson**, director, IDG Training and Development; and **Piper Sheer**, SVP Human Resources, IDG Communications.

Write to laurie_butson@idg.com. WU

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Crawford Del Prete *IDC*

20
Norman Christopher *IDG U.K.*

16
Nancy Koral
IDG Research Services

15
Kathy LaPorte *IDG Enterprise*

14
Stephen Drake *IDC*

11
Mae Lee *IDC Singapore*

10
Zhou Xu *IDG Asia*
Kevin Gerich *IDG Enterprise*
Brian Klatt *IDC*

Erin Traudt *IDC*
Philip Kwon *IDC Korea*

8
Deborah Stark *CXO Media*

7
Anna Randag
IDG Strategic Marketing Services
Susanne Fuetterer *IDG Germany*

6
George Hoffman *IDC Japan*

5
Andy Fong *IDC*
Patrycja Dziedzinska *IDG Poland*
Sven Langenfeld *IDG Germany*
Vivian Liu *IDC China*
Aishwarya Kapoor *IDC Thailand*
Marina Beale *IDC Australia*

4
Hirotoshi Asano *IDC Japan*
Mitsuhiro Iriya *IDC Japan*
Jorge Umana *IT World Canada*
Owen Li *IDC China*
Christopher Holmes
IDC Singapore
Umesh Divakaran
IDC Center for Consultancy & Research (India)

3
Pete Longo *IDG Tech Network*
Carolin Grünwidl *IDG Germany*
Henriette Blume Pedersen
IDG Denmark
Madhura De Moulik
IDC Center for Consultancy & Research (India)
Jayanthan Selvaraj
IDC Center for Consultancy & Research (India)

2
Dariusz Sokolowski *IDG Poland*
Francisco Kamisaka
Now! Digital Business
Samaj Bhaskaran
IDC Center for Consultancy & Research (India)

1
Charlie Cavill *PC Advisor*
Dominik Tomaszewski
PC Advisor
Hubert Pawelczyk *IDG Poland*
Rui Maciel
Now! Digital Business
Thiago Luis
Now! Digital Business
Rikke Waldorf Jensen
IDG Denmark
Alice Zulueta *IDC Philippines*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to see a quick snapshot of what's happening at IDG business units. Any employee can send an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

One on one

continued from page 3

short answers and visually compelling content. Keeping things short also prevents you from having to edit later, and it reduces the amount of time needed to upload the video to the Web.

Q What level of interaction do you have with reporters who might be shooting video in the field?

A I usually work with reporters on a one-to-one basis when they are interested in shooting video or want me to film something they are working on. Sometimes they will shoot video, and when they return to the office I can assist them with editing the video and getting it uploaded to the different sites. We've distributed two best practices documents internally [also available with this article on IDG Central] and plan on doing some other class-based training (lunch-and-learns, etc.) as well.

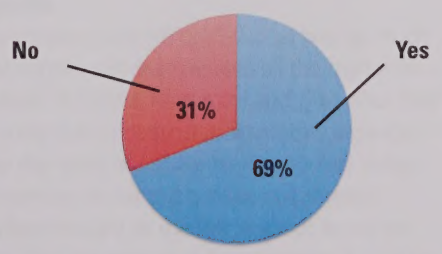
Q You've been working on video projects for a while, first with Network World and now with IDG Enterprise. Are you doing things any differently now to address visitors' needs?

A Our biggest challenge with visitors is the same as with other editorial content types: letting them know that we have great content available for them to consume. Whether it's promotion through e-mail newsletters, social networks or placement on our sites, the biggest challenge is to capture the eyeballs and give them the information that they need or want in an efficient manner.

The only difference between Network World and IDGE as a whole is understanding that the brands have different audiences. A video that might do well with NW may not do well with a CIO reader, so we need to adapt our approach to try to create different videos for those audiences. WU

Question of the Week results for May 2

Did you watch any part of Great Britain's royal wedding on April 29?



Log on to www.idgcentral.com to vote on this week's question:
What do you check first when you start your day?

celebrating 10!

Name
Kate Coldwell

Home
Oakland, Calif.

Joined IDG
July 1998

Career path
I started as HR Director for PCWorld and was promoted to Vice President in 2003. Over these 12-plus years, I have worked with other business units, including IDG.net, Global Solutions, WPI, and InfoWorld. Currently, we — my fabulous partner-in-crime, Ellen Cobb, and I — support PCWorld | Macworld and GamePro.

Current title
Vice President, Human Resources for PCWorld | Macworld and GamePro

Best part of your job
At the top of a long list of great things about my job is working with IDG's larger HR/benefits/payroll team. IDG has assembled a stunningly smart, creative, engaged, conscientious and fun group of HR pros. It is my great pleasure to be allied with them.

What's kept you at IDG for 10 years?
I have joked that my office and computer must be bugged. Just when I start getting a little too comfortable — wham! — something changes that requires me to learn something new, switch up my approach, figure out something complex, or collaborate with a different group of employees. In short, challenges abound.

What talent do you wish you had?
Oh so many! But if I had to pick just one, I'd choose to be a talented musician. I love the idea of sitting around jamming with my musician friends.

What is the last good deed you did?
I was foster parent to a 3-year-old girl for 10 months last year.

First job?
In high school, I worked at Kings Dominion, an amusement park outside of Richmond, Va. Like a carnival barker, I manned the various games booths (quarter toss, water pistols, hoop throw, etc.) calling out "Three balls for a dollar! Knock down the clown and win a stuffed poodle!" and the like.

What it taught you?
That I prefer to be busy. Each morning we'd get our assignment for the day. Most of my co-workers would vie to work the least popular games, but I liked to be in the mix, interacting with people. Much to my co-workers' delight, I'd happily take the busier venues. Also, I learned to play a mean game of skeeball.

***Kate Coldwell** joined IDG Chairman **Pat McGovern** for a dinner celebrating her decade-plus of service to the company.*

Most prized possession
A collection of family letters and photos dating back to the 18th century. (I'm a Virginian; we're all about the family history.)

Favorite celebrity encounter
In 1995, my then co-workers were taking me out to lunch on my birthday. When we arrived at the restaurant, we were surprised by a phalanx of security officers and a pat down before we could enter. Turned out that then-president Bill Clinton was dining there that afternoon. We ordered multiple courses and ate very slowly to ensure that we didn't miss him. After his meal, he made the rounds, stopping at each table for a minute or two. At our table, informed that it was my birthday, he gave me a birthday hug. A quick birthday outing turned into a very long and memorable lunch.

Favorite vacation spot?
On to the next! I aspire to see as much of the world as possible. So no matter how much I love any given destination, I am loath to go back. There is always someplace new to explore. That said, I do try to get to the Outer Banks of North Carolina as much as possible. That is some beautiful water.

Manager's profile
"Kate is the consummate HR professional and so much more. In her current role she oversees all the human resource needs of PCWorld, Macworld and GamePro. She has played a key role in helping us assemble, organize and develop the great teams we have on board today. As a vocal member of our top management team, Kate brings keen insight to the full range of issues we grapple with. She is a person of high integrity, fun to be around and works hard to help us do what's right for our people."

— Mike Kisseberth, president & CEO, PCWorld | Macworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Laurie Butson *IDG*
Martin Fältström *IDG Sweden*
Krzysztof Frydrychowicz *IDG Poland*
Pontus Jeppsson *IDG Sweden*
Liana Pappas *Niche Media*
Keith Shaw *IDG Enterprise*
Howard Sholkin *IDG SMS*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

16 MAY 2011
VOLUME 41, NUMBER 19

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

DEMO organizers look to strengthen annual event

"Through a licensing model we would provide all the support necessary to launch the conference, including business development, marketing and training to produce DEMO."

— Neal Silverman, IDG Enterprise

DEMO targets international growth through licensing

IDG business units outside the U.S. can now replicate IDG Enterprise's successful new-product launch conference, DEMO, thanks to a license deal that provides an event template as well as all the support required to launch a local DEMO conference.

DEMO
The Launchpad for Emerging Technology

IDG Enterprise recently announced the launch of DEMO Asia, scheduled for Nov. 29-30 in Singapore. The event will be produced under license by Singapore-based Sphere Exhibits.

"We hope to continue to expand the DEMO platform internationally, working with more IDG business units in their own markets," said IDG Enterprise SVP-GM

continued on page 4

DEMO scholarship program aims to help firms afford event

DEMO has launched a scholarship program to ensure that the most promising new business ventures will be on stage at future DEMOs. The technology launch pad conference last month introduced the DEMO Scholarship Partner Program, a sponsor-subsidized program that will pay the full or partial fees for 40 firms that are unable to raise the funds to present their products at DEMO.

"The reason we launched the DEMO Scholarship Partner Program is to provide access for companies that have not been able to afford DEMO and be sure the venture-capital attendees will be able to see the very best early-stage companies in the world, regardless of the fee to attend DEMO," said **Neal Silverman**, IDG Enterprise SVP-GM DEMO. "I'm

continued on page 5

One-off title aims to boost IDG Netherlands' database

With a goal of adding 20,000 names to its database, the team at IDG Netherlands' online-only WebWereld.nl last month launched a one-off print title: Webwereld IT Survival Guide. The 60-page publication is being sent to qualified readers who elect to provide business card information via an online qual card on WebWereld.nl.

The response from readers has been "awesome," according to **Tom Sanders**, group editor-in-chief, B2B. "Some people have actually posted pictures of the magazine on Twitter," he said. "I've never seen people say on Twitter that they were excited to get a magazine in the mail. But they did when they got our survival guide. I consider that the greatest measure of success."

The WebWereld team hopes to add up to 20,000 names to its database by requiring qualified readers to register for a copy of the IT Survival Guide.

About half the issues were sent out when the publication arrived from the printer, with the remainder to be distributed over the next weeks. In addition to sending the publication to qualified readers who request it online, the marketing team will also be handing out copies to people at trade shows in exchange for scanning their badges. The team distributed 1,000 copies at a Microsoft event last month.

People who do not meet the qualification criteria (they must live and work in the IT industry in the Netherlands) can opt to receive a PDF version of the publication.

The editorial, which was written specifically for the publication, focused on relatively timeless content intended to help the reader "survive in the workplace jungle," Sanders said. Topics covered ranged from common pitfalls when using open source software to major threats to the work of a system administrator. In addition, lighter fare

continued on page 4

Inside this issue

IDG U.K. launches CFOWorld as a quarterly print publication *page 2*

IDG Germany purchases major online gaming network from Frogster *page 2*

One on one: IDG Denmark Managing Director Søren Queitsch *page 3*

CW Bulgaria celebrates two decades of progress *page 5*

New cartoon caption contest *page 7*

Celebrating 10: IDG Enterprise's Diana Turco *page 8*

in brief newsworthy

IDG U.K. launches CFOWorld as quarterly print publication

Following the launch of its CFOWorld site in October, IDG U.K. published the first edition of the quarterly print magazine in April.

Michelle Perry is editor-in-chief of the publication, which has a controlled circulation of 15,000 and 100% local content. CFOWorld was profitable from the outset, thanks to an exclusive single-issue sponsorship by Oracle.

"The integrated print/custom content/mobile sponsorship model is one we'll be pursuing in the short-term to ensure we continue to publish print for profit whilst establishing the brand proposition," said Publishing Director **Marcus Wilkinson**. "The Oracle package involved sponsorship of a CFO Risk survey with custom content produced from the results and distributed online and within the CFO iPad app. The app launch carries exclusive sponsor branding positions, as does the print edition."

CFOWorld will appear quarterly.

The custom content is a four-page executive summary of the CFO Risk Management research. The survey is intended to delve into CFOs' attitude to managing risk and generate key learnings to distribute to the wider community. It will appear in the next issue of CFOWorld in addition to online.

CFOWorld.co.uk is developing well from both a traffic and revenue perspective, experiencing a 50% growth in page views month on month, Wilkinson said. "It is still relatively modest at 55,000 page views, but we are experiencing a consistent strong growth curve without aggressive promotion or any paid SEM activities. Considering the senior financial audience in the U.K. only numbers around 20,000, we are gaining solid traction through the quality of the editorial. CFOWorld has a unique identity, and we are receiving a great deal of positive feedback from audience and advertisers alike. From a commercial perspective we have gained new business relationships, and all revenue generated has been incremental to IDG U.K."

IDG U.K. hasn't yet explored reader revenue opportunities for CFOWorld, but the staff is evaluating events as well as several other avenues.

Write to marcusw@idg.co.uk. WU

IDG Germany purchases major online gaming network from Frogster

Effective May 1, IDG Germany acquired a major games media network as a means to enter the rapidly growing online gaming market.

The company bought the online network OnlineWelten (www.onlinewelten.com) from Frogster Online Gaming GmbH in Berlin. The portal, run by independent editors and an associated community network, has an editorial focus on online games and is one of the highest-reach German web offerings for fans of Massively Multiplayer Online Games (MMOG) and other computer games.

Frogster is publisher of client-based MMOGs, but it's not a publisher of editorial content, said IDG Germany President/CEO **York von Heimburg**. "We're in a position to steadily improve the quality of the great OnlineWelten brand in cooperation with the communities."

Traffic results for March 2011 (according to IVW Online) show that with 840,000 unique users per month, the network's 80 websites had a total of approximately 7.8 million visits with some120 million page impressions.

Within IDG Germany, the network will have the newly established subsidiary name OnlineWelten GmbH. Five people who have been working on OnlineWelten will become IDG Germany employees, though they will remain at Frogster's Berlin office. IDG Germany will also contract with Frogster for some programming and web services.

André Horn, publisher of member of the board of IDG Entertainment Media GmbH, will also serve as operational publisher of the new subsidiary and a member of its board. Von Heimburg will serve as managing director of the new subsidiary.

Although IDG business units generally enter into new market segments by creating products, rather than buying existing ones, von Heimburg said this situation was different. "Our Entertainment team has been doing a great job establishing a very good market position for all our brands in this sector. Having said that, we have been forced to grow fast and needed to search for a reasonable investment. With OnlineWelten we now have a unique market position that will support us to be successful in the future."

Horn pointed out that vertical ad networks and some of IDG Entertainment's competitors have gathered large networks, either by acquisition or cooperative agreements, leading to a rapid growth in reach. "We felt strongly that we needed to grow faster if we want to remain a top player in gaming media," he said. "Since OnlineWelten has a strong focus on the booming genre of online games, it's the perfect complement to our existing portfolio" (see sidebar below).

Write to ahorn@idg.de. WU

IDC analysts comment on Skype/MS deal

"If Skype ended up in the hands of Google, it might have been able to use it to strengthen its ecosystem at the expense of Microsoft." *(**Al Hilwa** in USA Today, 5/11/11)*

"With eBay, I never really understood why they didn't do more with Skype. In buying Skype in 2005, eBay was widely expected to use the platform to give users of its site another way of communicating and conducting transactions. But eBay's efforts were sort of half-hearted." *(**William Stofega** in MarketWatch, 5/10/11)*

"[Microsoft needs] to do more interoperability for this to take off. Every platform needs to talk to each other." *(**Irene Berlinsky** in The Boston Globe, 5/11/11)*

OnlineWelten joins robust gaming portfolio

IDG Germany's other games-related products, produced by IDG Entertainment Media GmbH, include:

GamePro	GameStar	GameStar MMO Magazine
Making Games	The Sims – The Official Magazine	

All of the products above, other than the print Sims magazine, have print and online components. In addition, IDG Entertainment produces several dedicated web TV shows such as Akibatteru (a monthly show about Japanese culture and anime) Server Down Shows (topics of interest to MMOG fans) and GameStar TV, a weekly news program on gamestar.de that is only available to premium subscribers of the site.

one on one the interview

Soren Queitsch
The managing director of IDG Denmark is this week's columnist. Reach him at sq@idg.dk.

"We are now in the unique position where if a vendor wants to reach IT professionals in Denmark there is no way around IDG — and especially Computerworld. Our coverage of IT managers is three to four times higher than our closest competitor. This also means than we can get a fair CPM price — and that is the key driver for the revenue growth."

Q You recently converted Computerworld Denmark from tabloid to magazine format. Can you explain why and what the benefits have been?

A Over the years Computerworld had moved from being a twice-a-week news publication to becoming a biweekly — with a more magazine-like content. But it wasn't reflected in the format and in our production. We produced a magazine with newspaper tools and looks — it was inefficient. The content was also increasingly focusing on background pieces. An analysis showed that readers spend about 15 minutes reading, so a quick calculation made us realize that the average reader reads too few of our stories. So we decided on a format that we felt reflected the content we produce, gave us the chance to play with increased speed to flow tempo through the publication and one that lets us experiment with new ways of telling our stories through pictures, graphs, etc.

In terms of challenges: We have implemented a lot of shorter analysis pieces, and changing writing styles takes a little while. The same goes for getting used to the new layout and graphics, but I think the implementation has gone really well and feedback has been good. Overall, it has given us a much better flow in the publication — and in its production. Within a few weeks a reader survey will be finished. I look forward to sharing the results with you.

Q Your online business is doing better than it has since 2008 — what forces have conspired to bring about this result?

A We have been the market leader in online in the IT niche ever since the Internet took off in the mid-1990s. During the financial crisis, we have been able to continue to change with the market and keep a very strong quality and news-breaking position in our editorial department, and we have continued to launch new products while our competitors in the niche have been very passive. So our brand position now is stronger than ever.

We are now in the unique position where if a vendor wants to reach IT professionals in Denmark there is no way around IDG — and especially Computerworld. Our coverage of IT managers is three to four times higher than our closest competitor. This also means than we can get a fair CPM price — and that is the key driver for the revenue growth.

Q What are you doing in the area of app development?

A We launched our first news-based app for Computerworld about two months ago and since then the app has been downloaded nearly 500 times. Considering that it's a subscription-based app with a monthly fee of $2 — or $20 for a full year — and with B2B content, I think we are doing quite well. The content of the app is the exact same as you would get on the computerworld.dk site, but it is repackaged in an inviting iPhone-ready design. We purposefully set out to test the willingness of readers to pay for a subscription-based app. In the longer term we aim to supplement the app with a free sponsored ad-based version.

The next step is to deliver the printed Computerworld edition in a digital format to the many iPad users in Denmark.

However, like many other IDG businesses we are experiencing a growing amount of tablet- and smartphone-based traffic, so at the moment we are also considering how and when to create better mobile-friendly versions of our sites to generate traffic and create another ad platform for new and existing customers.

Q What is Hardwarecentral.dk?

A Hardwarecentral.dk was an idea that grew out of the many building blocks that we have available at IDG: dedicated freelancers, lots of visitors on our existing sites, low operating expenses and the ability to sell and deliver ads through IDG TechNetwork. So when one of our talented freelancers wanted to write more about PC hardware than the PC World budget would allow, we sat down and constructed an editorial profile, built the site in less than a week and launched a new section of Computerworld.

Since the site was built by IDG staff and our existing hosting deal is very scalable, the operating expenses are almost none. The commercial setup is equally simple as we are using TechNetwork for the ad-serving and treat the freelance editor as normal site owner who gets a 50% cut of the revenue.

But we are also starting to supplement the site with select sponsorships of areas like graphics cards, motherboards and cases. Creating Hardwarecentral as a separate brand also allows us to differentiate our prices and attract customers with smaller budgets without compromising the existing prices on our main brands. We were able to generate just over 600,000 pageviews in the first full month by kickstarting the site through PC World's newsletter and very popular RSS feed. Our goal is to cross the 1 million pageview mark sometime later this year.

continued on page 7

DEMO Asia

continued from page 1

DEMO **Neal Silverman**. "Through a licensing model we would provide them all the support necessary to launch the conference, including business development, marketing and training to produce DEMO on their own."

STEPHEN BRASHEAR

*IDG Enterprise SVP-GM DEMO **Neal Silverman** (left), with DEMO Executive Producer **Matt Marshall** on the DEMO stage in February. Silverman would like to work with more IDG business units worldwide to set up their own DEMO events.*

Silverman said DEMO licensees would produce their own event and hire their own in-country executive producer who will choose which companies will launch their products, similar to what DEMO Executive Producer **Matt Marshall** does for the U.S. DEMOs.

"We will provide 'DEMO in a box' — all the consulting services, training for the executive producer and DEMO staff, collateral marketing materials, templates, web design, etc. that they'll need," Silverman said. Members of the U.S. DEMO team would provide in-market support for the licensees and attend the inaugural event. New DEMO licensees would also attend a U.S. DEMO for onsite training before launching their show. All DEMO events would be cross-promoted at sister DEMOs.

"We are delighted to expand the DEMO network with the addition of DEMO Asia, our first licensed DEMO. We launched the annual DEMO China owned in conjunction with IDG China four years ago, and I'm currently in conversations to bring DEMO to Russia and Africa," Silverman said. "Our other areas of interest are Europe and South America."

Silverman said that DEMO Asia broadens the reach of DEMO's new Global Launch Program. This program allows IT companies that launch at any DEMO conference to then participate as a showcase sponsor company at other international DEMOs for free, giving them greater international exposure and connections to entrepreneurs, investors and the media.

DEMO Asia's focus will be on cutting-edge firms across Asia, as well as international companies looking to launch in the Asian market.

Contact Neal Silverman at nsilverman@nww.com. WU

IT Survival Guide

continued from page 1

was included such as a piece documenting a fictional day in the life of a well-known online piracy fighter and a practical guide to office psychology. The design studio's Bert Sluijter succeeded in creating a look and feel for the publication that closely matched that approach.

The project was funded via ad sales. "It was clear from the beginning that the B2B print advertising market is having a hard time," said **Liam Baker**, sales manager, B2B. "But by being flexible to advertiser demands and cross-selling between print and online, the sales team was able to succeed in reaching its target." The publication carries five pages of advertising.

WebWereld.nl launched in 1995 and is the largest online professional IT publication in the Dutch market.

WebWereld.nl launched in 1995 and is the largest online professional IT publication in the Dutch market. The website acts as a broad-based news portal for IT professionals, with topics ranging from traditional IT trade news to more nuanced issues such as online privacy and filesharing.

The site has developed a large — last month's unique visitors totaled 649,000 — and loyal audience that interacts freely with the WebWereld staff via e-mail and article comments, Sanders said. "Because of that, we have a really good understanding of our readers' passions and needs."

When Sanders and his team first started talking about creating a magazine, they envisioned it as just that: a magazine with all the standard conventions that one would expect, he explained.

"We tried to create the magazine as if we were our readers' peers."

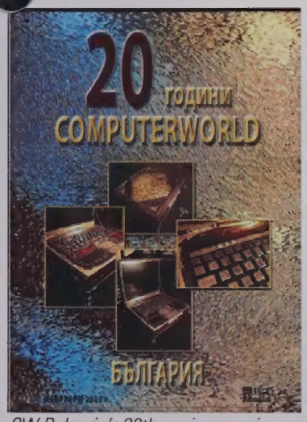
— Tom Sanders, IDG Netherlands

"We then set ourselves a goal to use the knowledge we've gained about readers through our daily interactions with them to create this magazine. Where the initial approach would have led to a publication that was created from the proverbial ivory tower where the editors decide what is important, we tried to create the magazine as if we were our readers' peers," Sanders said. "We spoke their language, we related to their problems. We wanted them to feel like we were one of them."

Throughout the process, the editorial and marketing teams worked together closely. "We created a marketing campaign that put provocative statements in front of the readers, for instance: "Open source isn't for the weak" and "Pick the brain of the anti-download mafia," and then invited them to request a copy of the magazine.

For more information, contact Tom Sanders at tsanders@idg.nl. WU

Computerworld Bulgaria celebrates two decades of progress



CW Bulgaria's 20th anniversary issue looked at the past and future of the local IT market and analyzed the IT outlook for the banking, insurance, utilities and pharmaceutical industries, among others.

IDG's Bulgarian licensee ICT Media marked the 20th anniversary of Computerworld Bulgaria earlier this year with a gala celebration and a commemorative special issue.

IDG's presence in the country began in 1990 through a joint venture agreement with the publishing firm Technica to create IDG Bulgaria, based in Sofia. The company was acquired by the local media group Economedia in 2006 and renamed ICT Media.

IDG Bulgaria's first director, **Tatiana Hinova**, who is now associate vice president with IDC CEMA, recalled that while CW Bulgaria's first subscription campaign attracted 2,130 paid subscribers before the first issue debuted, the actual printing proved more problematic.

"I stayed four days at a hotel in Vratsa in northwest Bulgaria, where it was freezing cold, while the newspaper was being test printed because the ink smeared on the glossy paper. Late on January 17 it was finally printed successfully, and I took the last train out with four bundles of issues in my bare hands — I had lost my gloves somewhere. The next morning we took it to the kiosks on Sofia's Slaveykov Square and gave TV and radio interviews."

Since then, the company's portfolio has expanded and now includes local versions of Network World, CIO and PC World, six websites and nine business forums. ICT Media Managing Director **Nely Yolovska** noted that "all these ICT Media channels are the most influential in the Bulgarian IT community."

*ICT Media Managing Director **Nely Yolovska** (center) joins two former IDG Bulgaria managers – **Tatiana Hinova**, now associate vice president with IDC CEMA, and **Bisser Boev**, who replaced Hinova as IDG Bulgaria director in 2003.*

The gala included the presentation of the IT Project of the Year Award and several other awards recognizing executives' and IT leaders' contributions to the local IT community.

Contact Nely Yolovska at nely_yolovska@idg.bg. WU

DEMO scholarship categories

There are 40 scholarship opportunities in four categories, as follows:

- **Bootstrapped Companies**. DEMO will subsidize the full presentation fee for 20 companies that are ready to show their products but have not raised more than $500,000 in funding.
- **Women Entrepreneurs**. At least four of the Bootstrapped scholarships will go to firms with female CEOs. Sponsored by the Kaufman Foundation.
- **Ten partial scholarships** will go to companies that have received some venture capital funding, not exceeding $1.5 million.
- **College Alpha Program**. Scholarships will be provided to 10 deserving students or student-run companies from U.S. colleges and universities with products to present. These presentations will replace DEMO's AlphaPitch program.

DEMO scholarships

continued from page 1

convinced that the result of this program will be increased attendance and overall interest from startups to apply to DEMO."

All the scholarship companies, the first of which will be seen at DEMO Fall 2011, will be chosen by DEMO Executive Producer **Matt Marshall** based on the quality of their products. Companies awarded scholarships to present at DEMO will participate in the regular schedule of events and not be singled out as scholarship companies.

Four corporate sponsors are currently supporting the program and several more will soon be announced. Silverman noted that while the monies go into a general scholarship pool, sponsors can subsidize specific funding categories. The Kaufman Foundation, for example, earmarked its funds for the Women Entrepreneur scholarships and Qualcomm for wireless companies.

According to Silverman, since the scholarship program was announced at DEMO Spring 2011, more than 100 companies have applied for scholarships.

All demonstrating companies, including scholarship recipients, will receive the services DEMO provides, including presentation coaching, a dedicated DEMO public relations team, a turn-key exhibit booth and signage and a profile page at DEMO.com with a hosted video of their live presentation.

"Now DEMO's venture-capital attendees are guaranteed to see the very best companies, whether they can afford the DEMO fee," Silverman said. "It was important that DEMO adjust its business model. Web-based companies need less money to launch," he said, noting that Facebook and Twitter did not have the early-stage funds to launch their products. "The next Facebook or Twitter can now be at DEMO, regardless of the amount of money they have. Before the scholarships we weren't sure who was not applying because of the fee. Now with the fee covered by sponsorship for a select group of start-ups, it's a win-win for everyone."

Previous DEMOs have seen the debuts of such industry game changers as Java 1.0, TiVO and Salesforce.com.

DEMO Fall 2011 will be held Sept. 12-14 in Santa Clara, Calif. For more information contact Neal Silverman at nsilverman@nww.com. WU

noteworthy people

Promotions

ComputerWorld Canada Staff Writer **Rafael Ruffolo** has been promoted to senior writer. "Rafael joined IT World Canada as a staff writer soon after our merger with the Transcontinental Media IT Business Group and quickly distinguished himself as one of our most driven, productive writers, with news stories that frequently earn the highest traffic in our entire team," said ComputerWorld Canada Editor-in-chief **Shane Schick**. "Two years ago he brought honor to ComputerWorld Canada when he won the Kenneth R. Wilson Award for business journalism, and, more recently, he has been experimenting with a new blog, helping manage the editorial process around tagging in the CMS and has capably filled in as last-minute host for one of our webinars. His new role will give him the opportunity to delve more deeply into investigative reporting, curating content and furthering his success as a journalist." *rruffolo@itworldcanada.com*

Jackson

ITBusiness.ca Staff Writer **Brian Jackson** is now associate editor. "Brian came to ITBusiness.ca as we were beginning to get serious about video as a storytelling tool and has proven to be a leader in working with other staff and encouraging multimedia in everything we do," Schick said. "In the last six months, he has taken on day-to-day management of ITBusiness.ca and has been delivering on our intention to focus the site on the SMB audience. Thanks to Brian, ITBusiness.ca boasts a stronger presence on Facebook, is regularly publishing new research on important trends and has recently established a powerful Editorial Advisory Board that will bring increased credibility to the site and its mission." *bjackson@itworldcanada.com*

New employees

Steingrübl

IDG Germany has hired **Iris Steingrübl** as a sales trainee. She previously worked in product management with Finance Scout 24 and as an apprentice publishing agent with VNU Business Publications. She holds a B.A. from Munich's Landshut University and enjoys reading and cycling. *isteingruebl@idgmagazine.de*

Lim

New at **IDC Malaysia** is Asia Pacific Human Resources Talent Management Specialist **Justin Lim**. He will be responsible for recruitment strategy, performance tools and evaluation and vendor relationship management. Before joining IDC, he held senior HR positions at IBM and Manpower Staffing Services. He holds a B.A. in eCommerce from the U.K.'s University of East London and enjoys movies, motorsports and jazz. *justinlim@idc.com*

Lim

Market Analyst **Aubrey Lim** comes to **IDC Malaysia** from Axon Solutions where she was a research analyst supporting the global marketing and management team. She earned a B.S. with distinction from Australia's University of Wollongong and enjoys reading, music and baking. *alim@idc.com*

Tan

Also new at **IDC Malaysia**'s Kuala Lumpur office is Market Analyst **Christine Tan** who will work with the New Zealand Services Tracker team. She has three years' experience in the consumer good industry. A graduate of the University of Western Australia in Perth, she holds a postgraduate diploma in economics and a B.A. in economics with a focus on international business economics and management. In her free time she enjoys writing short stories and diving. *ctan@idc.com*

Chris Rogers joins **InfoWorld**'s Framingham, Mass., sales office as digital account director, Northeast. He was previously executive sales director for Geeknet, Inc. and holds a business degree from Bridgewater (Mass.) State College. In his free time he enjoys basketball and golf. *chris_rogers@infoworld.com*

Shannon Davis is **IDG Tech Network**'s new account executive, Business Development; she was previously publisher account and client implementation manager with FatTail, Inc. A graduate of UCLA, she holds a B.A. in art history and enjoys hiking, running, yoga and surfing. *shannon_davis@idgtechnet.com*

McKenzie

Previously a campaign manager with Billboard.com, **Garnet McKenzie** joins **IDG Tech Network**'s New York office as a campaign manager. She holds a B.A. in economics with a minor in management from Spelman College in Atlanta and enjoys interior design and spending time with her three-year-old daughter. *garnet_mckenzie@idgtechnet.com*

PETER SHORT
Baydil

IDC Framingham has hired **Cagri Baydil** as a program manager with its Worldwide Tracker Forecast team. He earned a B.S. in economics from the Istanbul University and an M.A. in economic forecasting from the State University of New York/Albany. He enjoys sailing, paragliding and learning about new cultures. *cbaydil@idc.com*

PETER SHORT
Sumarta

Previously director of consulting with InfoTrends, **Alex Sumarta** joins **IDC Framingham** as consulting director, Consumer Mobility and Imaging. He holds a B.S. in printing management from the Rochester (N.Y.) Institute of Technology and an MBA from Babson College in Wellesley, Mass. In his free time he enjoys swimming, golf and going to the park with his children. *asumarta@idc.com*

New at **IT World Canada** is Web Designer **Alfred Li**, a title he also held at his previous employer, Nautalex Software Service. He majored in interactive multimedia at Sheridan College in Oakville, Ontario, and enjoys golf and do-it-yourself renovations. *ali@itworldcanada.com*

Returning employees

Richens

After a stint as show manager with Caneast Shows, **Nori Richens** returns to **IT World Canada** as project manager, Events, her previous title. Away from the office, she enjoys cooking and knitting. *nrichens@itworldcanada.com*

Send details about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

Change your auto-generated IDG Central password to a user-friendly version

Click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts to create the password of your choice.

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Adele Lee *IDC*

14
Matthew Bennett *CIO U.K.*

12
Lionel Lamy *IDC U.K.*
Jonathan Guloyan *IDC*

11
Maria del Carmen Rodrigo *IDG Spain*
Thomas Heim *IDC*
Bill Rigby *IDG Enterprise*

10
Leigh Mills *IDG*

9
Rosa Peñalva *IDC Canada*

8
Young-min Kim *IDC Korea*
Shantini Singh *IT World Canada*

7
Jed Scaramella *IDC*
Carrie Ann Ciaccia Mathew *CXO Media*

6
Alan Louie *IDC*

5
Maureen Fleming *IDC*
Larry Fauscette *IDC*
Jason Croci *IDG Enterprise*

4
Gilene Caiado *IDC Brazil*
Jillian Gardner *IDG*
Marcos Iuato *Now!Digital Business/Brazil*

3
Adil Shahzad *IDC Center for Consultancy & Research/India*
Liz Devlin *Techworld U.K.*
Robert Rebecchi *IDG*
Marissa Berenson *IDG International Publishing Services*

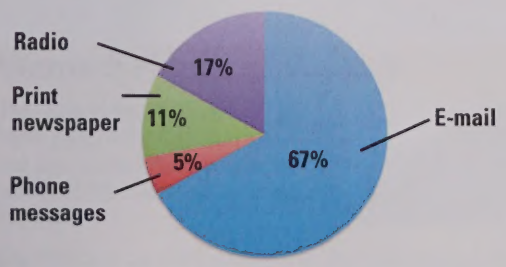
2
Tim Dean *IDG Australia*
Cheryl Looi *IDC Malaysia*
Vikram Hegde *IDC Center for Consultancy & Research/India*
Meg Sullivan *IDG Enterprise*

1
Carolina Salmazio *IDC Brazil*
Alejandro Estrin *IDC Brazil*
Renato Rodrigues *Now!Digital Business/Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Question of the Week results for May 9

What do you check first when you start your day?



Log on to www.idgcentral.com to vote on this week's question:
What do you think of the $8.5 billion price Microsoft paid for Skype?

One on one

continued from page 3

Q Can you talk a bit about your event management strategy? How is it doing?

A The idea is quite simple — we sell all the things we are good at when it comes to events. We manage the project, and we arrange everything for the customer: marketing the event, finding the participants and handling everything at the venue. The customer normally only has to focus on one thing: arranging the program and content.

Our unique selling proposition is that we can use our very efficient marketing machine to get the right participants. Nobody else has the marketing power in the niche that IDG has — we can play on all platforms: print, online, leads, newsletters ... everything. Therefore, we can deliver a product nobody else can.

The price model is also very simple: a fixed price to start with that covers all the fixed costs (venue, marketing materials, etc.). On top of that, we charge a fee per participant that we bring in. That fee varies depending on the target group. We have never been in a position where we couldn't deliver as promised. That is, of course, a very strong competitive factor and is our success driver. WU

for fun off line

The 5th Wave

By Rich Tennant

Go to the home page of www.idgcentral.com for a link to this cartoon. Post a caption in the comments section by May 31 to enter a drawing for an IDG T-shirt.

celebrating

Name
Diana Turco

Home
Hopedale, Mass.

Joined IDG
June 1999 as Fulfillment Coordinator for Computerworld.

Current title
Circulation Manager for Network World, Computerworld, CIO and CSO magazines. LinkedIn Forum Manager for CIO, CSO, NWW, CW and CFO World.

Best part of your job
Spending every day with the most wonderful women in my department.

Career highlight
I received the IDG Enterprise Summit Award for outstanding service in April 2010.

View from my work space
Cherry blossoms in full bloom on Old Connecticut Path.

Family
My husband Michael and I have two grown sons: Michael and Matthew.

Of what accomplishment at work are you most proud?
Absorbing the circulation function for three additional publications (NWW, CIO, CSO) plus the Distribution/ Postal Affairs Department all within the space of one year.

First job?
I worked at a nursery.

What it taught you?
I do not have a green thumb.

Your idea of a perfect day alone?
Snuggling on the couch with my dog, a cup of coffee and a good book.

*IDG Enterprise's **Diana Turco** recently celebrated a decade of service to IDG as the guest of IDG Chairman **Pat McGovern** at a dinner at the Fairmont Copley Plaza.*

Most prized possession
My Pomeranian Tia Marie.

Favorite vacation spot?
Grand Cayman

Retirement dreams?
Travelling and living the winter months in Arizona.

Manager's profile
"Diana is a huge asset to IDG Enterprise. Not only does she manage renewals and new name promotional campaigns for all of our print products, she also manages vetting of our LinkedIn Forum memberships and paid subscription efforts for The Security Smart Newsletter. She definitely has a can-do attitude and is always willing to lend a helping hand!"

— Debbie Winders, VP circulation and distribution, IDG Enterprise

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to see a quick snapshot of what's happening at IDG business units around the world.

Any employee can send in a photo of just a little slice of life at the office, or it can be an image from an event, a staff meeting or anything that strikes you as being a good/fun/ interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

IDG Global Product Line Meeting to be held Oct. 16-19 in Copenhagen

The 2011 IDG Global Product Line Meeting will be held Oct. 16-19 in Denmark at the Copenhagen Marriott Hotel. The meeting provides an opportunity for delegates from global subsidiaries and license partners to network and exchange ideas about many facets of IDG's business.

Country managers will be asked to nominate staff members who they feel are most likely to benefit from attending and who can bring back ideas to share with colleagues at home.

Registration and hotel reservation websites coming soon.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Andre Horn *IDG Germany*
Søren Queitsch *IDG Denmark*
Tom Sanders *IDG Netherlands*
Neal Silverman *IDG Enterprise*
York von Heimburg *IDG Germany*
Marcus Wilkinson *IDG U.K.*
Nely Yolovska *ICT Media*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG WorldUpdate

23 MAY 2011
VOLUME 41, NUMBER 20

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Special digital issues catch on with sponsors, readers

CW's Digital Spotlight series first to market, pan-IDGE product follows

Looking for a new way to enhance and diversify the way it delivers information to readers, IDG Enterprise has introduced a new series of special digital editions. These issues can either be brand-specific or be branded as pan-IDG Enterprise products. The new opportunity for sponsorship caught on quickly with advertisers, and Computerworld was first to market with its Digital Spotlight series.

Computerworld's first Digital Spotlight on virtualization sold to exclusive sponsor f5.

Each Digital Spotlight has a theme — Computerworld's first on Feb. 28 was on virtualization — and is published in the Texterity (www.texterity.com) digital magazine format, which Computerworld uses for the digital editions of its regular publication. The 19-page issue contained three original feature articles produced by the editorial staff, an introduction by Editor-in-chief **Scot Finnie,** plus an opinion column by an external contributor. Exclusive sponsor f5 had no input into the editorial content.

"This is not a custom publishing project," said Computerworld Executive Editor **Mitch Betts**. "We want readers to know that these Digital Spotlight articles were conceived and written for senior IT managers with the same editorial independence and high standards that characterize our regular magazine. They're really digital supplements to the magazine."

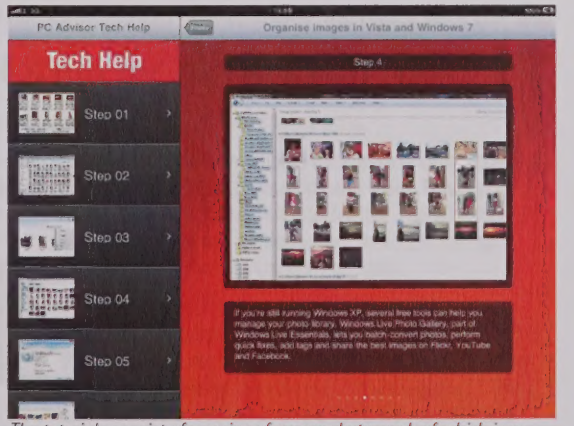
The Texterity format allows readers to navigate the pages, which look like a print magazine and include editor-placed live links to helpful background information for readers on Computerworld.com stories

continued on page 5

PC Advisor's iPad app features repurposed tutorial content

IDG U.K.'s PC Advisor this month launched its first app: an iPad app targeting PC users. Tech Help is a set of 50 tutorials — all based on content previously published in PC Advisor — organized into five categories: Windows, Web, Video, Business and Photo.

"PC Advisor has some great tutorial content, and we thought the iPad would be a great way to show it off," said IDG U.K. Head of Mobile **Paul Trotter**. "The idea is that people can place their iPad next to their desktop monitor or laptop and follow the steps on the screen. It's a lot easier than reading a walkthrough online where you're looking at the content in a web browser and then have to switch applications to carry out the task."



The tutorials consist of a series of screen shots, each of which is accompanied by a paragraph of text.

With Android tablets just starting to take off in the U.K., Trotter said they decided to target the iOS platform first. "The iPad is still by far the most popular tablet, even for Windows users. I'd even be so bold as to say that there are more Windows users than Mac users with iPads, given the size of the Windows market." Depending on how popular Tech Help proves, Trotter said they will consider adapting it for other platforms as well.

Ten tutorials (two in each category) are offered at no cost; to unlock the remaining 40 tutorials, users pay a one-time fee of £1.19 (US$1.93). "We wanted to make the in-app purchase an impulse buy," said

continued on page 4

Inside this issue

Macworld's sponsored iPad Starter Guide fills niche *page 2*

IDG Switzerland's Digital Living site adds forum for photographers *page 2*

One on one: CIO East Africa's Harry Hare *page 3*

CFOworld Germany adds staff, apps and an updated website *page 4*

Celebrating 10: PCWorld's Ed Albro *page 8*

in brief newsworthy

Macworld's sponsored iPad Starter Guide finds lucrative niche

ePub defined

ePub: Short for electronic publication; a free and open e-book standard by the International Digital Publishing Forum (IDPF). Files have the extension .epub.

ePub is designed for reflowable content, meaning that the text display can be optimized for the particular display device used by the reader of the ePub-formatted book. The format is meant to function as a single format that publishers and conversion houses can use in-house, as well as for distribution and sale.

Source: Wikipedia

Continuing its series of Superguides for all things Apple, Macworld last month released its iPad 2 Starter Guide as a free eBook. Macworld Senior Associate Editor **Heather Kelly** said Macworld will release a full-sized iPad 2 Superguide at the end of this month, "but we wanted to get something out there immediately. A shorter guide in the ePub format was something we could pull together right away."

The iPad Starter Guide peaked at No. 2 on the list of most popular free books on Apple's iBookstore and is currently No. 4, having been downloaded nearly 110,000 times.

Sponsored by Fuze Meeting, the guide contains the essential information a first-time iPad 2 user needs to get started with the device. It offers a description of every built-in Apple application, a tour of the iPad's settings, recommended third-party apps and other beginner-friendly content.

The eBook is a mix of new and updated content written by Macworld editors and contributors.

Kelly said the guide took nearly a month to put together and involved herself, Staff Editor **Serenity Caldwell**, Art Director **Rob Schultz**, Managing Editor **Sue Voelkel** and Assistant Managing Editor **Sally Zahner**.

In September 2010, Macworld published a similar free guide for the original iPad to promote the Superguide series. "It was a huge success and has been downloaded over 372,000 times since its release," Kelly said. "The paid books are only downloaded a fraction of that amount, so bringing in a sponsor in order to take advantage of the free book's popularity seemed like a good opportunity for both Macworld and the sponsor." The iPad 2 Starter Guide will remain in the iBookstore once the larger Superguide is published; a promotion for the full guide will be added to the free book with a link to purchase it.

Fuze Meeting, which paid a $10,000 sponsorship fee, has two full-page ads in the book as well as its logo on the cover.

IDG WORLD UPDATE

*(L-R): Macworld Staff Editor **Serenity Caldwell**, Managing Editor **Sue Voelkel**, Senior Associate Editor **Heather Kelly** and Art Director **Rob Schultz**.*

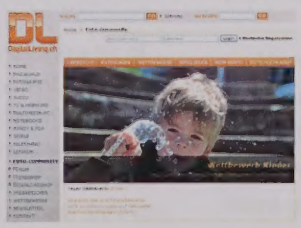
Kelly said Macworld plans to continue to produce small, sponsored starter guides for new Apple products as they are released. "For example, there will undoubtedly be an iPhone 5 eBook in the future, and we would like to have one of the first books on the topic in the iBookstore. But we will also continue to produce our full, in-depth paid Superguides for users who want more detailed guides that go beyond the basics."

Macworld is also testing 99-cent ePubs based on feature stories from the print publication. "Our first test book is an ePub version of a recent '100 Things Every Mac User Should Know' feature," Kelly said. "It has been uploaded to the iBookstore, and we are awaiting approval from Apple. It usually takes about two weeks for them to approve a new title." Macworld is also planning to sell smaller ePubs based on content from the larger Superguides. Small ePubs on iPhoto '11 and iPhone photography are planned and will cost $0.99 or $1.99 in the iBookstore. The smaller books will start rolling out over the next few months.

For more information contact Heather Kelly at hkelly@macworld.com. WU

IDG Switzerland's Digital Living site adds forum for photographers

IDG Switzerland's DigitalLiving.ch, a site covering the latest in tech gadgets and digital photography, is seeing good growth in its community forum for photography enthusiasts (www.foto-community.ch) where users can upload their photos, discuss other members' work and ask or answer photography-related questions.



According to **Oliver Wirtz**, IDG Switzerland business development manager, sister site PCTipp.com offers the country's largest member forum, but it largely centers on issues surrounding personal computers, the Internet and software and services. "Digital Living's community aims to help people find better ways to take and edit photos," he said.

Launched in last December, and inspired by IDG Netherlands' photographer community Zoom.nl, Foto Community has 2,000 registered users. Registration is free, and users can upload up to 50 photos. Digital Living Editor **David Lee** added 'forum moderator' to his other duties, but Wirtz said the forum has largely been self-regulating.

The forum is an outgrowth of users' enthusiastic response to photo contests, which began in 2008. The full-fledged forum has photo gallery categories such as Children, Nature, Architecture and Sports. Readers can vote and comment on each others' photographs.

The forum also provides a place for members to discuss photography hardware and software products and share tips and tricks. Forum photos can be shared on Facebook and Twitter. There is also a small marketplace section where members can sell cameras and other photography gadgets.

IDG Switzerland has published two print editions of Digital Living based on material from the site. Featured in the magazines are collections of user community photos. "Users enjoy seeing their photos in the magazine," Wirtz said. "The print edition is also a good way to get more users to join the Foto Collection. After we publish a print edition we always see a good burst in community growth."

IDG Switzerland is considering ways to monetize the site, including adding a paid service to let members store their photos on the site. Recent new additions include a free, members-only e-mail service and a feature that will let members collect their favorite forum photos into online albums. "We're still experimenting with what we offer to see what members do and don't like," Wirtz said. "We are very open to input from the community."

Contact Oliver Wirtz at oliver.wirtz@idg.ch. WU

one on one the interview

Harry Hare
The editorial director for CIO East Africa, published by Kommunication Ultimate Ltd., IDG's Kenyan publishing partner, is this week's columnist. Reach him at harry.hare@cio.co.ke.

"We have seen prices on voice and data drop drastically and more than a 50% increase in mobile phone penetration. Recent statistics indicate that almost 65% of Internet users in Kenya access the Internet through their mobile phones."

Q Can you provide a brief overview of your company and products?

A Kommunication Ultimate Limited was founded in 2009 and assumed the IDG licensee responsibilities from African eDevelopment Resource Centre (AeRC). We became an IDG licensee in 2007 while under AeRC. This was a strategic decision made after realizing that there was a huge potential in technology publishing, and, therefore, we needed to have a focused infrastructure to grow the business. We have since grown from just four people to 11 full-time employees and another four part-time writers. We have correspondents and contributors from Uganda, Rwanda and Tanzania.

We started with a print edition of CIO East Africa in 2007 immediately after we became an IDG licensee and started working on other products, which we have been rolling out systematically in our market. To date, we have a very active site backed up by a Facebook fan page, a Twitter handle and a LinkedIn community. We have also launched three industry events and started running industry surveys, such as the "State of the CIO," which are becoming very popular with our readers.

Q Can you give us a brief overview of the IT market in East Africa?

A The IT market in East Africa is on the rise; in the past two years we have seen a major increase in awareness of the benefits of and a rise on uptake of IT in all major sectors of the four economies that we cover. Government policies and the arrival of undersea optical fiber cables that brought broadband Internet to the marketplace are the key drivers in this development. With this we have seen prices on voice and data drop drastically and more than a 50% increase in mobile phone penetration. Recent statistics indicate that almost 65% of Internet users in Kenya access the Internet through their mobile phones.

With this kind of growth, we are witnessing a lot of interest in mobile application development. There are already big successes in mobile applications such as MPesa (pesa is a Kiswahili word for money), a mobile money transfer and payment application, which has over 13.5 million subscribers in Kenya. There are many other applications including m-Government applications.

Most of the big global brands have set up shop in the region, almost all of them operating from Kenya. These include Microsoft, IBM, HP, Nokia, Ericsson, Google, Oracle, SAP, EMC, Samsung, Huawei and ZTE. Apple is probably the only big brand that is still using resellers despite having a huge following.

Q What sort of competition does CIO East Africa face in the local market?

A Since our inception competition has come from the business publications, including dailies, which would carry IT-related supplements and articles. However, we have managed to raise the bar so high in terms of quality of content that it is difficult for them to match and give us serious competition. We come out monthly, and we use both subscription and newsstands distribution models.

Q How many subscribers do you have for CIO East Africa, and how many people visit your CIO East Africa website each month?

A We have a total of 1,900 subscribers, 900 of whom are fully paid while the others are for strategic circulation and marketing. Our website has an average of 1,000 unique visits a day, while our Facebook posts receive an average of 300 impressions each. Our Twitter feed is probably the most active of our online properties since we have live tweets from events that our journalists cover.

The position of chief information officer is pretty new in Kenya, and when we started CIO East Africa we actually started educating the sector on the role and importance of the CIO office in any company. We have since seen a remarkable increase of CIOs as organizations start viewing ICT as a strategic investment.

The market is very vibrant with the domination of mobile phone operators who are now spreading their wings to offer other services such as data center services, enterprise storage, cloud computing and managed services. It is difficult to establish the dollar value of the market, but if the interest and rush by multinational IT companies to set up base in Kenya is anything to go by, then this market is growing.

Q Many countries on the African continent lack the extensive infrastructure needed to foster large-scale growth and adoption of the wired Web. Do you see mobile usage becoming more popular, and how are you addressing this market?

A That is true, wired Internet may not reach the majority of Africans. However, there have been major deployments of fiber in countries like Kenya where the government in partnership with the private sector has been championing its deployment. We have started to see, for instance, fiber-to-the-home (FTTH) initiatives coming up in some parts of the country. Having said

continued on page 7

CFOworld Germany adds staff, apps and an updated website

The CFOworld Germany team is taking aggressive steps to bolster the year-and-a-half-old brand's standing in the local market. Two new staff members, a refreshed website, a new mobile website and apps for the iPhone, iPad and Android devices are among the recent enhancements.

In March, trainee **Rebecca Fischer** joined the editorial staff, led by Editor-in-chief **Sascha Alexander**, and **Ellinor Selbeck** signed on as a sales account manager. In April, CFOworld magazine broadened its customer base with the addition of a major player in Germany's financial services sector, KfW group, one of the country's largest corporate banks. According to Selbeck, the bank's initial crossmedia campaign consists of targeted regional online activities such as a leadership briefing created by the company's Strategic Marketing Services group, a banderole ad and a print supplement.

Stefan Huegel, head of website management, B2B, and his team recently unveiled a site refresh for CFOworld.de that features more images, a more user-friendly interface and a more structured presentation of content that makes it easier for users to find related content. The team also integrated a new search technology that powers a new offering called CFOworld BizUpdate. Users can now create a personalized news feed that draws from CFOworld and non-IDG business websites.

The relaunched site offers two new advertising options as well: a promotion box that appears next to the site logo at the top of the page as well as contextual text ads within the personalized BizUpdate newsfeeds.

The team has also this month launched CFOworld apps for the iPhone and Android smartphones as well as an iPad Newsstand app. The iPad Newsstand is available for free in the App Store and allows readers to make in-app purchases of a single issue or a full subscription. The CFOworld news apps for smartphones provides continuously updated news for the financial sector. The editors have also embedded a quiz that lets users test their financial know-how.

*Helping to drive the success of CFOworld in Germany are (back, l-r): **Amin Hammami** (mobile development), **Mike Hartmann** (website management), **Stefan Huegel** (head of website management). Front (l-r): **Sebastian Nissen** (mobile content management), **Karsten Linde** (account management, mobile), **Ellinor Selbeck** (sales account management), **Rebecca Fischer** (editorial staff), **Sascha Alexander** (editor-in-chief).*

Oracle has signed on as exclusive launch partner for the new apps for three months.

For more information, contact Sascha Alexander at salexander@cfoworld.de or mobile@idgbusiness.de. WU

PC Advisor app

continued from page 1

Trotter

Tomaszewski

Hull

Trotter, "and we figured that £1.19 is cheap enough that people might take a punt and buy it without worrying about a costly outlay."

Calling the launch version of Tech Help a "bit of an experiment," Trotter said they are considering next steps for the app. "We may update it so that tutorials can be automatically fed in from our CMS, perhaps on a monthly basis. Or we could update the app once a year and charge users to access the most recent 12 months' worth of content. We hope to make some great reader revenue from this project long-term, but the most important thing is to learn from the process," he said.

PC Advisor Art Editor **Dominik Tomaszewski** produced the basic designs for the app, while Web Developer **James Hull** oversaw the submission process. The app was approved in just five days, a "nice surprise" said Trotter who noted they were expecting Apple's review process to take at least two weeks.

Trotter said it took two days to go through the publication's InDesign files and create a document containing all of the tutorials and images. This was then handed off to an outside developer who did the coding for the app. The online team may repurpose the code and produce versions of the app for some of IDG U.K.'s other titles, Trotter said. Any IDG business unit interested in producing its own version of the app is welcome to contact Trotter, who said he is happy to share the code.

Tech Help joins a growing lineup of IDG U.K. apps that now includes a Macworld iPhone app, a Computerworld Blackberry app and a CIO Blackberry app. Trotter said his team is hoping to launch a Macworld Express iPad app within a month and has cross-platform (iPhone, Blackberry, Android) apps in the works for Computerworld, Techworld, CIO and CFO World. "The aim is to launch cross-platform mobile apps for all of our brands, and we should have made good progress by the end of the financial year."

Contact Paul Trotter at paul_trotter@idg.co.uk. WU

Digital Spotlights

continued from page 1

Upcoming CW Digital Spotlights
BI& Analytics – July
Cloud Security – September

Upcoming IDGE Strategy Guides
Converged Infrastructure – September

or other relevant Web resources. Readers can zoom in, share articles with colleagues and explore links to a year's worth of back issues of Computerworld, which they can also search.

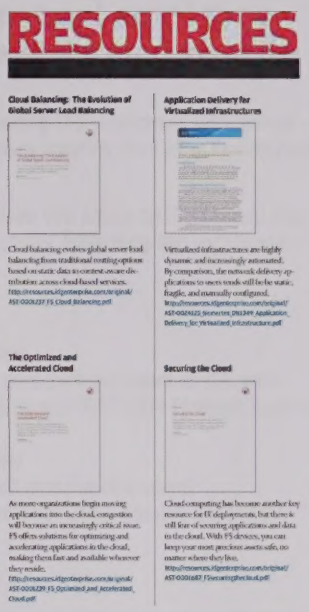
On the editorial side, CW's Digital Spotlights are managed and edited by Special Reports Editor **Ellen Fanning**, and designed by Art Director **April Montgomery**. Betts leads a team of Computerworld editors who brainstorm the story ideas. Copy editors **Michele DeFilippo** and **Bob Rawson** also help to put these editions together, and **Chris Cuoco** and **Kim Pennett** manage the production work.

"The popularity of the Digital Spotlights with both readers and advertisers is very high," said CW VP/Publisher **John Amato**. "Computerworld's first edition sold to f5 just a couple of weeks after it was announced. The team of **Amy Neidlinger** and **Hal Mentlik** sold CW's second Digital Spotlight edition on storage to Commvault, which launches May 31."

CW's Digital Spotlights are being sold by Computerworld's integrated and online sales teams. Computerworld's National Director of Online Sales **Jennell Hicks** "was a driving force behind the collaboration we had between sales and editorial," Amato noted.

The Texterity format allows for several eye-catching advertising options. An exclusive sponsorship gives a client a two-page spread in the Spotlight itself, and when the page loads the sponsor has the option of a digital blow-in card that pops up across the spread inviting readers to download an asset such as a free research report from the sponsor. The client also has four positions at the back of the Spotlight to offer a variety of assets, such as white papers, webcasts or video content. Sponsors can also embed resources in their ads that redirect the user to their own site. Texterity offers rich reporting on which assets are chosen, by whom, and other statistics, Amato said.

Though all sponsorships so far have been exclusive, a Digital Spotlight can also be offered to a minimum of four sponsors. In that case each sponsor would be given a single advertising page, without the center spread blow-in-card, and receive shared leads across the campaign.



Four positions toward the back of a Digital Spotlight issue offer access to a variety of sponsors' assets, such as white papers, webcasts or video content.

Computerworld's Spotlights are sent to its print and digital edition subscribers. In addition, if non-subscribers who are in IDGE's Customer Intelligence Database have previously expressed an interest in a specific topic — by attending at a related IDG event, downloading a pertinent asset from another IDG site, etc. — Spotlights are sent to them as well.

A month or two after a Digital Spotlight appears, the stories are posted on Computerworld.com.

"There has always been a strict separation of church/state [editorial and sales] within IDG, and the same goes for this project — internally we keep things separate and don't compromise editorial integrity," Amato said. "The client is supporting the project based on its pure merit in the marketplace. Some competitors have done this type of product, but we have won market share in a way that's unique to our brands and unique to IDG. It's been a great experience across the board."

Write to Mitch Betts at mbetts@computerworld.com or John Amato at john_amato@computerworld.com. View Computerworld's Feb. 28 Digital Spotlight at http://tinyurl.com/44pl9cf.

WU

"Some competitors have done this type of product, but we have won market share in a way that's unique to our brands and unique to IDG."

— John Amato, VP/publisher, Computerworld

Pan-IDG Enterprise Strategy Guides draw content from multiple brands

IDG Enterprise is producing brand-specific digital special issues, such as Computerworld's Digital Spotlights, as well as pan-IDG Enterprise digital issues known as Strategy Guides.

Strategy Guides evolve editorially from all the IDG Enterprise groups, with each of the IDGE editorial brands contributing a feature article. Network World Editor-in-chief **John Dix** oversaw the first pan-IDGE editorial effort, called Your Strategic Guide to Cloud Computing.

Like Computerworld's Digital Spotlights, the pan-IDGE products use the Texterity platform.

Neil Dhanowa and **Lisa Otero** from IDGE's West Coast sales team sold the first pan-IDG Enterprise product to VMware which debuted March 28.

Network World plans to produce its own themed digital supplement series soon.

noteworthy people

Promotions

Lloyd

IDG U.K's Strategic Marketing Services group has appointed **Adrian Lloyd** as sales manager. Lloyd joined IDG in 2005 and as ad manager for PC Advisor led his team to the No. 1 ad position in both the U.K. print and online markets and was the driving force behind PC Advisor's record-breaking performance over the last year. Lloyd will report to **Dan Shaw** who heads the five-person SMS team in the U.K. Shaw said his team had worked very closely with Lloyd in recent months, securing a large number of client wins for PC Advisor. "It's great that we now have Adrian joining us and able to focus 100% of his time on our SMS programs," Shaw said. **Kit Gould**, IDG U.K. managing director, added, "This is a very significant move as it adds the experience and knowledge of one of our most accomplished managers to the SMS team. We expect that this will further accelerate the growth in revenues we are seeing from this group, and will allow us to respond more fully to the ever-evolving requirements of our major customers." *adrian_lloyd@idg.co.uk*

Poulson

With Lloyd's departure, **James Poulson**, group ad manager of the Mac Group titles at IDG U.K., now adds PC Advisor to his portfolio, becoming IDG U.K. group advertisement manager, B2C. PC Advisor Deputy Ad Manager **Tom Drummond** will take on the day-to-day running of the team and report directly into Poulson. *james_poulson@idg.co.uk, tom_drummond@idg.co.uk*

Drummond

New employees

Dave Kevorkian joins the **CIO Executive Council** as an account executive for the U.K. and parts of Europe. He was previously an inside sales rep for the Major Accounts Team at MathWorks. He recently earned a business management degree from the University of Phoenix and enjoys golf, hockey and spending time with his wife and 10-month-old daughter. *dkevorkian@cio.com*

O'Brien

New at **IDC Canada**'s Financial Insights group is Senior Analyst **John O'Brien**. He was previously a self-employed consultant working with such clients as Canadian Imperial Bank of Commerce, the Canadian Institute for Advanced Research and the University of Toronto. He holds a master's in information studies from the University of Toronto. *jobrien@idc.com*

Bauer

Michael Bauer joins **IDG Germany** as a junior account manager. He was previously a research assistant at Julius-Maximilians-Universität in Würzburg, Germany. He holds a diploma similar to an MBA from the same school, as well as an M.A. in international business from La Trobe University in Melbourne, Australia. In his free time he enjoys running, skiing and mountain biking and has recently taken up diving and "gotten a glimpse of a fascinating world that was unknown to me before." *mbauer@idgbusiness.com*

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com. For promotions, excerpts can be made from internal announcements.

IDC announces annual employee research, corporate service awards

IDC recognized a cadre of outstanding U.S. employees with annual and quarterly awards at its company meeting April 27 in Framingham, Mass.

The annual awards are listed below; this article on IDG Central also includes the quarterly research quality, consulting and excellence award winners.

Annual Research Awards

Most Popular Document Online
(Given to the author of the most-accessed document on IDC.com)
Richard Heiman, Worldwide Software 2010-2014 Forecast Summary

Best Selling Multi-Client Study
(Given to the author of the highest-grossing document)
Michelle Bailey, Server Virtualization 2010: Moving Beyond the Mainstream

Most Prolific Author Online
(Given to the analyst with the highest document count on idc.com)
Lucinda Borovick

Rookie of the Year
(Nominated by members of IDC's Management Advisory Council and reviewed and voted on by the Research Quality Board)
Rohit Mehra (winner)
Marshall Amaldas runner-up)

Corporate Services Awards

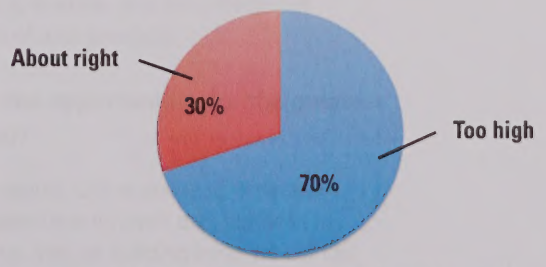
Given to employees who have demonstrated excellence in their specialty area. Any employee can nominate one or more U.S. employees.

Peter Short, Operations Manager
Danielle DeMao, Staff Accountant
Moira Keating, HR Manager
Mary Gibbons, VP Product Management
Amy Seitz, Product Manager
Caryn Bousquet, Senior Tech Support Specialist
Karen Timons, Group Operations Manager
Frank Hare, Principal Systems Administrator
Doris Hernandez, Group Operations Coordinator

WU

Question of the Week results for May 16

Do you think the $8.5 billion price Microsoft paid for Skype is:



Log on to www.idgcentral.com to vote on this week's question:
Are you surprised LinkedIn's first day stock value was more than double its $45 IPO price?

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Anthoula Andrisani *IT World Canada*

21
Mandy Tse-Wong *IDG Corporate Services*

20
Agnes Hejjas *IDG Hungary*

17
Elisabeth Rainge *IDC*
Jim Sullivan *IDG International Publishing Services*

16
Caryn Bousquet *IDC*

15
Ann Hall *IDG Australia*
Jim Wescott *IDC Canada*
Julie Ross *IDC Canada*

14
Malgorzata Kubecka *IDG Poland*
Toby Hurlstone *IDG U.K.*

13
Robert O'Donnell *IDC*
Joyce Chutchian *IDG Enterprise*

12
Teréz Berényi *IDG Hungary*
Denise Watzema *IDG Netherlands*

11
Carla Arend *IDC Denmark*

10
Terese Patterson *IDG Corporate Services*

8
Ruthbea Clarke *IDC*
Maureen Magee *IDC*

7
Norihiko Seki *IDC Japan*
Xiao-Fei Zhang *IDC*

6
Elzbieta Kurtyka IDG Poland
Koichi Sato *IDC Japan*

5
Victor Chong *IDG U.K.*

4
István Berényi *IDG Hungary*
Laura Robertson *IDG U.K.*
Leo King *Computerworld U.K.*
Lyn McNicol *IDG U.K.*
Jennifer Finn *CXO Media*
Bhavna Verma *IDG Corporate Services*
Eliza Chue *IDG Strategic Marketing Services*

3
Rathina Sabapathy *IDC Center for Consultancy and Research (India)*
Natasa Thoudam *IDC Center for Consultancy and Research (India)*
Marc DeCastro *IDC*
Gena Grossberg *IDG TechNetwork*

1
Chloe Herrick *IDG Australia*
Alexandre Goldman *IDC Brazil*
Jennifer Mariani *IDG Enterprise*
Tammy Yu *IDG Enterprise*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Check your My Profile page

Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices. You can change the password you currently have for IDG Central, add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

One on one

continued from page 3

that, research conducted by TNS International indicated that 65% of Kenyans accessing the Internet do so through mobile devices. These could be normal mobile phones, smartphones or tablets. So mobile web is very strong, and the trend will certainly continue as mobile operators keep on investing in developing new applications and improving their networks.

"We are also working with IDG Global Solutions to come up with a mobile site, with device detection to serve the most appropriate template for the user's device and with integration to DoubleClick."

At CIO East Africa, we have been experimenting with various solutions including developing a mobile app for Nokia phones that can be downloaded from the Nokia Ovi Store. We are also working with IDG Global Solutions to come up with a mobile site, with device detection to serve the most appropriate template for the user's device and with integration to DoubleClick, which we use to serve adverts. We plan to have this in place in the next two months.

Q Can you describe your events portfolio? What sort of events are proving most popular with both your sponsors/advertisers and attendees?

A We have three major events: the CIO Executive Breakfast Series, a quarterly breakfast meeting for CIOs and other C-level executives with an interest in IT that we hold in Kenya, Tanzania and Uganda; the CIO Year Ahead, an industry vision event at the beginning of the year; and the CIO 100 Awards and Symposium, a research, awards and conference event that seeks to identify innovative use of IT in business. All these events are popular as they provide a platform for the industry to meet, network, share ideas and learn.

Q What are the biggest challenges you face as an IT publisher in Kenya?

A I would say the biggest challenge is that we still do not receive enough advertising revenue. And this affects our growth plans and launch of new products.

Q Where do you see the opportunities for the greatest growth going forward?

A I see opportunities in events, online and lead generation. We already have an excellent events team that has been in charge of our events so far. We are building what we call cio.co.ke 2.0 and are working with IDG Connect to kick start our lead-generation business. And one more thing, we are working on a technology TV program to be launched on Kenyan TV sometime this year. WU

celebrating 10!

Name
Ed Albro

Home
Benicia, Calif.

Joined PCWorld
February, 2000 as a Senior Editor.

Career path
I've spent 11 years going from Senior Editor to Editor, which to most people outside of publishing sounds like a demotion.

Current title
As editor, I'm in charge of much of the day-to-day content production on the site. I also oversee our testing lab (one of the last true testing labs in the business!), and I work with our business development and app dev people on improvements to the site.

Job perk
If there's a cool new gadget coming out soon, there's a good chance we've got it, and I can get at least a little time to play with it before we send it back.

Latest accomplishment
Riding up Mt. Diablo on my bike. Riding down Mt. Diablo without wrapping myself around a tree.

What's kept you at IDG for 10 years?
1. My co-workers are sincerely dedicated to doing the best job they can, even if that means a fair amount of hard work. 2. My job is constantly evolving. 3. I always feel that I have enough freedom to improve things, if I can figure out how.

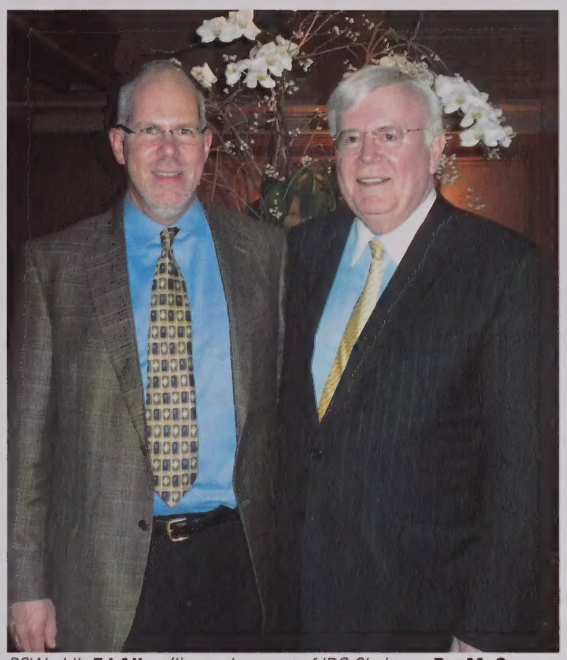
Interests outside the office
Tennis, bicycling, cooking, piano.

Family
My wife, Susan, and I have two kids: Elise, 14, and Emerson, 11.

Most rewarding thing you've ever done
Having kids. My kids are funny and smart and a lot of fun to spend time with.

Of what accomplishment at work are you most proud?
About three years ago, we changed our editorial workflow so that our copy editors put together much of the magazine with content originally produced for our site. That's allowed most editors to focus their time and energy on the site, while we still produce a high-quality and profitable magazine.

First job?
Cutting down weeds around an AM radio station tower in Troy, NY.



*PCWorld's **Ed Albro** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner honoring his decade of service to the company.*

What it taught you?
Two (related) things:
1. Don't cut into a wasps' nest. It angers them.
2. It's really hard to run with a gas-powered weedeater strapped to your chest.

Your idea of a perfect day alone?
A few hours of tennis in the morning, followed by a hike through Pt. Reyes to the beach. A nice dinner, followed by a fun movie.

Your last meal would be
As long as I could make it.

Favorite vacation spot?
Paris.

Retirement dreams?
With the state of the economy and Social Security, I've given up all dreams of a true retirement. I just hope I don't end up as a greeter at Wal-Mart.

Manager's profile
As a manager, Ed is clear, level-headed, scrupulously fair and a top-notch developer of talent. He routinely juggles multiple initiatives and people (both within Editorial and from other departments) with grace, implementing our strategic objectives while guaranteeing that we continue to serve our readers. Among many projects over the last year, Ed was the driving force behind our highly successful top-to-bottom reorganization of PCWorld Labs, which including a restructuring of the department, a radical streamlining of testing and a rethinking of how lab-testing can be used to support PCWorld's goals.

— Steve Fox, editorial director/VP, PCWorld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

John Amato *Computerworld*
Mitch Betts *Computerworld*
Kelley Conley *IDC*
Rebecca Fischer *IDG Germany*
Harry Hare *CIO East Africa*
Heather Kelly *Macworld*
Karsten Linde *IDG Germany*
Paul Trotter *IDG U.K.*
Oliver Wirtz *IDG Switzerland*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

30 MAY 2011
VOLUME 41, NUMBER 21

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

ITworld seeks to boost engagement among all stakeholders

Relaunched site leverages social media to drive conversations, extend reach

"We put readers at the center of the conversation and have provided them with the tools to share and contribute content and new ways to connect with each other and contribute knowledge back to the community."

— Jodie Naze, editor-in-chief, ITworld

With a goal of becoming the most social IT news site available today, ITworld last month unveiled a major redesign that includes numerous new features and tools that make it easier for IT professionals to engage with one another and share content. Several new sponsorship opportunities also provide ways for IT vendors to join in an ongoing conversation with their target audience.

"The goal is to take ITworld further into the conversational media space, increase engagement and drive and capture conversations around key IT issues," explained ITworld Editor-in-chief **Jodie Naze**. "In a nutshell, ITworld offers IT influencers a unique atmosphere for sharing information. We put readers at the center of the conversation and have provided them with the tools to share and contribute content and new ways to connect with each other and contribute knowledge back to the community."

The new ITworld fosters interaction between IT practitioners, vendors and contributors.

The new site takes engagement to the next level by providing extensive hooks into the major social media sites and enabling visitors to extend ITworld's reach into their own social networks on LinkedIn, Twitter and Facebook, Naze explained.

"The new ITworld capabilities are exciting because they foster interaction between IT practitioners, vendors, contributors and our bloggers," said ITworld SVP and Publisher **Sean Weglage**. "This engagement will give IT vendors the opportunity to better understand their prospects' and customers' challenges, join the conversation to become a resource and be viewed as strategic partners," Weglage added.

Using most of the new tools and features on ITworld

continued on page 5

Network World hits its quarter-century anniversary

Comprehensive online package, special issue, celebrations mark 25 years

When Network World launched 25 years ago, "Cisco had four employees and Microsoft was just going public," said Editor-in-chief **John Dix**. "We have seen unbelievable changes in both the industry and, of course, publishing itself."

NWW celebrated its silver anniversary last month with a 60-page special issue and a larger online package for its readers (www.networkworld.com/supp/2011/25thanniversary/). Overseen by Online News Editor **Michael Cooney**, the anniversary package includes such features as interviews with networking visionaries, 25 tech touchstones, predictions for the next 25 years in networking, a look at where past industry notables are now and, on the lighter side, a networking quiz, a roundup of NWW reporters' favorite moments and profiles of loyal subscribers who have read NWW since its beginning.

There was also an anniversary party held during an IDG

*From left: Network World Editor-in-chief **John Dix**, NWW VP and Publisher **Andrea D'Amato**, Arxis Technology's Jean Sheridan and NWW National Director of Digital Sales **Elisa Della Rocco** at the client party held earlier this month at Interop in honor of NWW's anniversary. Sheridan won an iPad2 in the NWW raffle for which D'Amato collected business cards in a giant martini glass.*

Enterprise company meeting in Framingham, Mass., on April 20. During the party IDGE SVP/Chief Content

continued on page 4

Inside this issue

IDC Turkey's CIO Summit concludes regional series *page 2*

IDG teams with BtoB for second annual Social Media Marketing awards *page 2*

One on one: IDG Spain Country Manager Manuel Pastor *page 3*

Celebrating 10: Wang Yu, Electronic Engineering and Product World *page 8*

in brief newsworthy

IDC's Turkey CIO Summit concludes regional series

IDC Middle East, Africa and Turkey wrapped up its CIO Summit series last month in Antalya, Turkey. The two-day event, Winning Strategies of Empowered CIOs, drew 84 CIOs from a list of 150 prospective attendees from cities throughout the country.

As with this year's earlier CIO Summits in Dubai and South Africa, IDC MEA covered the costs of attendees' travel and accommodations, which were supported by sponsor revenue. The Summit Partners were Microsoft, Intel, Fujitsu, HP and Vodaphone, which were joined by 21 other companies represented in various levels of sponsorships and partnerships. In the media partner category, IDG's local publishing partner with its IT Pro, CIO and Computerworld brands was represented.

Since the event was held in a Mediterranean resort in southern Turkey, a larger and more remote location than last year's venue an hour outside Istanbul, IDC also flew in media representatives for the press briefing on the first day. The five Summit Partners had exclusive press access as part of their package.

The packed agenda included half a day on Cloud Computing: Building the Business Case; round table sessions on virtualization optimization and improving efficiencies and reducing costs; and panel discussions on the Art of IT & Business Alignment and How Capital & Budget Constraints Are (re)Shaping IT Investment Strategies.

The event included onsite lunch meetings for select attendees and representatives from the higher-tier vendor sponsors. The lunch sessions, combined with other "power meetings" between attendees and Summit partners, resulted in more than 80 meetings over two days, which both sponsors and guests said were very productive, noted **Ronita Bhattacharjee**, associate VP Conferences, IDC MEA and Turkey.

For more information, write to rbhattacharjee@idc.com. WU

*Among the IDC staff at the CIO Summit were (l-r): **Steven Frantzen**, SVP, Research, EMEA, and managing director, CEMA; **Jyoti Lalchandani**, VP and regional managing director, IDC Middle East, Africa and Turkey; **Ronita Bhattacharjee**, associate VP - Conferences, IDC Middle East, Africa & Turkey; **Mark Walker**, director, Vertical Industry Practice, IDC Middle East, Africa & Turkey; **Nevin Cizmeciogullari**, country manager, IDC Turkey, **Ezgi Aktan**, conference assistant, IDC Turkey; **Zeynep Genc**, conference manager, IDC Turkey; **Pelin Pirnal**, conference assistant, IDC Turkey; **Deepa Ahuja**, project manager, MEA, IDC Middle East, Africa & Turkey; **Ayse Kaptanoglu**, research analyst, Software & IT Services, IDC Turkey; and **Thomas Meyer**, vice president, Systems and Infrastructure Solutions, EMEA.*

IDG teams with BtoB for second annual Social Media Marketing awards

For the second straight year, IDG served as the Premier sponsor for BtoB's Social Media Marketing awards program. More than 100 marketers, agency pros and media executives attended the awards breakfast on May 24 in New York City. IDG Communications CEO **Bob Carrigan** and IDG Global Solutions President **Matthew Yorke** presented some of the awards along with BtoB Publisher Bob Felsenthal.

IDG Strategic Marketing Services worked with BtoB two years ago to develop this awards program to establish IDG as the leader in social marketing for marketers and agency pros.

All the winners and runners up were announced last month. The only surprises were the People's Choice award winners for tech and non-tech categories, and Carrigan revealed them at the breakfast. For the second year, Cisco Systems was selected as the winner in the technology category in the online voting in which almost 2,000 votes were cast. WU

***Matthew Yorke**, president, IDG Global Solutions; **Howie Sholkin**, director, communications and marketing programs, IDG Strategic Marketing Services; **Teresina Cardamone**, digital marketing manager, IDG SMS; and **Bob Carrigan**, CEO, IDG Communications at BtoB's Social Media Marketing Awards.*

***Bob Carrigan** (l) poses with Gregory Smith, manager, Service Provider Marketing, Cisco Systems and Stephen Liu, Director, Service Provider Marketing-Routing & Switching, Cisco Systems. Smith and Liu are holding awards for first place in the viral video category and People's Choice for tech.*

one on one the interview

Manuel Pastor
The country manager at IDG Spain is this week's columnist. Reach him at mpastor@idg.es.

"The main advantage we have over our competitors in Spain is our quality. The readers recognize our quality, they know we are serious and that they can rely on us and the information we provide. We have exactly the same reputation with our advertisers, and they know how much benefit they can get for their business advertising with IDG Spain."

Q What are you doing in the area of app development?

A We have launched some special issues in the App Store with very good results. Our iPad Guide has sold very well and spent many weeks among the top three sellers in the special category books list. Also, we have launched an iWorks guide and IDG TechStyle Special, both of which have also achieved good results. All of these apps sell for 3.99 euros [US$5.60]. We also launched a Computerworld ranking in the App Store, but it has not done as well as the B2C offerings.

We are also negotiating with Unidad Editorial, owner of Expansión (the biggest economic newspaper in Spain) and El Mundo (the second biggest general news newspaper in Spain) to integrate our B2C magazines into Orbyt, a virtual newsstand that Unidad Editorial owns. Orbyt delivers newspapers and magazines on the major digital platforms like the App Store and the Android Market. The IDG Spain magazines would be the first IT magazines to be integrated in Orbyt. The titles that will be available in Orbyt at the beginning of June include PC World, IDG TechStyle, iPhoneWorld and Macworld.

Q What, if anything, are you doing in terms of experimenting with various reader revenue-generating efforts?

A We have created a quarterly research service where we analyze and measure the trends and evolution of the IT market in Spain. For this project we worked closely with IDC Spain. A subscription to the Computerworld-IDC Observatorio costs 3,500 euros [$4,924], which is an extremely high price for the Spanish market. The target audience for Observatorio is mainly CIOs, but IT providers are also purchasing subscriptions.

The subscription price is high for one main reason: The quality of the content warrants it. We have worked very hard to produce the Observatorio, and the results are amazing. Another reason is because we believe the Observatorio is a key strategic decision-making tool for CIOs and should be priced accordingly. By the end of the year we expect to have at least 30 subscribers to this service.

Q Can you describe your event business?

A Our event business is doing very well. Our FY11 plan was to grow our events business by 40%, and right now we are on plan to meet that target. The most successful event we produce is the Computerworld Conference. It is a three-day conference we run in the summer, and it is attended by 150 CIOs from the biggest Spanish companies from every industry.

Also we produce roundtables and half-day conferences, some of which are done with strategic partners like IDC or Tecnofor. We have also been able to expand our events to other brand besides Computerworld. This year we have produced three roundtables with Dealer World (our IT reseller and dealers brand), and we expect to run two more before FY 11 ends.

Finally, we also manage events for big companies like Accenture, Cisco Systems, EMC, Microsoft and Computer Associates. Generally, they want us to participate in their events by managing roundtables or serving as speakers, and, of course, they also want us to bring CIOs to the events. When we participate in such events, the number of attendees grows dramatically.

Q I understand that this year marks the 30th anniversary of IDG Spain. Are you doing anything to celebrate this milestone?

A This is a very special year for us, and, of course, we will celebrate it as it deserves. We feel proud of what IDG Spain has achieved during these three decades and also of being the biggest IT editorial group in Spain, far ahead of our nearest competitor. This month we will publish a special issue of Computerworld making a virtual trip through all the milestones that have occurred in the industry and within IDG during the last 30 years. Also, we will have another big celebration for employees, but the details about the party are still a secret!

Q What sort of competition do you face in your market and how do you work to differentiate yourselves?

A The main advantage we have over our competitors in Spain is our quality. The readers recognize our quality, they know we are serious and that they can rely on us and the information we provide. We have exactly the same reputation with our advertisers, and they know how much benefit they can get for their business advertising with IDG Spain.

Spain's economy is not at the highest point right now, and this obviously is a disadvantage for us from a business perspective. But all of our local competitors are struggling much more than we in these tough times, and some are even becoming bankrupt and therefore disappearing. So, we deeply believe that when the Spanish recession is over, IDG will have a much stronger position in our market than the one we had before.

continued on page 7

Network World

continued from page 1

Office/SVP **John Gallant** said, "Network World was really living proof of [IDG Chairman] **Pat McGovern**'s vision and his strategy for serving the market. We saw an emerging information need for a new audience of readers — IT executives who were taking on primary responsibility for building and steering their corporate networks — and we became the go-to source of information for that audience. In being responsive to that information need and moving quickly, we created a conduit for marketers who needed to reach those valuable IT executives and, as a result, created a new business for IDG that has literally brought in hundreds of millions of dollars of revenue and tens of millions in profits. Pat's wisdom was borne out in the market once again."

NWW held a second anniversary party for more than 100 clients on May 10 at the IT trade show Interop in Las Vegas. "We invited some of our most valued clients and prospects to celebrate the milestone with us," said NWW Marketing Communications Specialist **Marina Lau**. "It was a chance for them to meet some of our editorial, sales and marketing staff and to see how far Network World has come in the last 25 years as we look to the next 25."

Dix was one of NWW's original 15 employees, having come over from Computerworld as a senior editor; while a handful of others have been with the publication from its beginning, Dix is one of the only ones still directly tied to the brand. Currently there are 28 Network World employees.

"On the industry side, networking was the Wild West 25 years ago," he said. "There were multiple flavors of every networking technology, endless incompatibility problems, competing standards and broad uncertainty about which road would lead to the future. On the LAN side alone, for example, there were questions about broadband vs. baseband, Ethernet, Token Ring or StarLAN. So we have seen tremendous change. And while most of the basic networking issues have been resolved over the years, the network continues to usher in tremendous innovation — everything from social networks to cloud computing. The journey is far from over."

Contact John Dix at jdix@nww.com.

*(From left): Network World VP and Publisher **Andrea D'Amato**, NWW Account Director, Events **Brian Klunk**, I DG Enterprise Account Manager, Emerging Markets **Enku Gubaie** and NWW Account Director, Events **Mike McGoldrick** enjoy the client party at Interop in Las Vegas.*

CELEBRATING THE NETWORKED WORLD

Do you think you know networking?

As part of its 25th anniversary package, Network World included a quiz about various networking-related facts. Here are three; answers below.

1. What is a Smurf attack?

2. Which worm came first, Anna Kournikova or Nimda?

3. Over what distance does power over Ethernet work?

1. It's a denial of service attack characterized by sending large volumes of ping requests using the spoofed IP address of the target system.

2. Anna Kournikova, in February 2001. Nimda came along September 2001.

3. 100 meters.

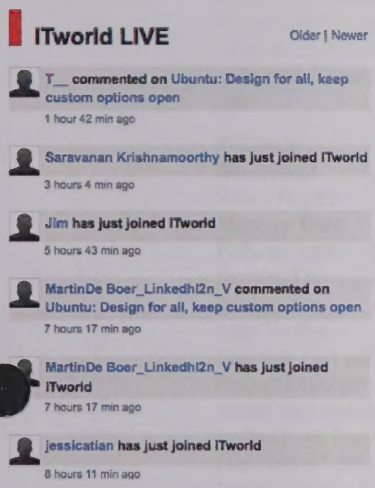
*Many of Network World's staff joined IDG Enterprise colleagues at a combined company meeting / 25th anniversary celebration in Framingham, Mass. From left: IDG Enterprise President/CEO **Mike Friedenberg**; Senior Web Applications Developer **Mike Guerin**; NWW Web Editor/Producer **Melissa Andersen**; IDGE Senior Marketing Specialist **Meg Sullivan**; NWW Senior Writer **Jon Brodkin**; NWW Account Director, Integrated Sales **Tim Keough**; IDGE Senior Graphics Designer **Cindy Panzera**; NWW Editor-in-chief **John Dix**; NWW VP/Publisher **Andrea D'Amato**; IDG Enterprise Chief Content Officer/SVP **John Gallant**; CIO Executive Council Director, Leadership Development **Monica Brunaccini**; NWW Senior Designer **Stephen Sauer**; NWW Senior Editor **Tim Greene**; NWW Program Director **Keith Shaw**; NWW Office Manager **Pat Josefek**; NWW Sales Associate **Lisa Gauvin**; NWW Account Manager, Emerging Markets **Enku Gubaie**; NWW News Editor **Paul McNamara**; NWW Account Director, Online Sales **Stephanie Crossland**; and NWW Account Director, Events Sales **Mike McGoldrick**.*

ITworld relaunch

continued from page 1

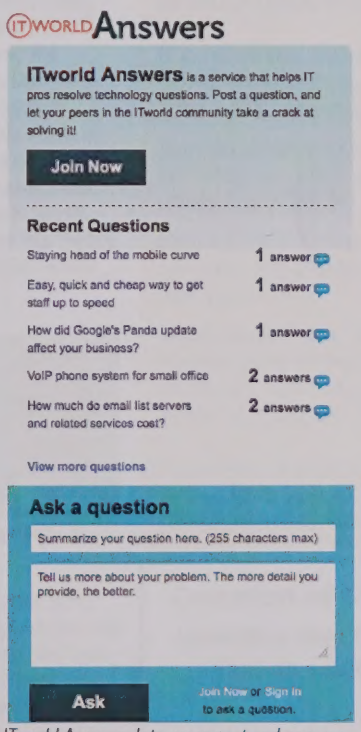
requires readers to complete a brief registration form, which they can do on the ITworld site or through an existing social media account. In addition to providing names for the IDG Enterprise database, registration helps ensure a higher level of discourse on the site, noted **John Gallant**, SVP, chief content officer, IDG Enterprise.

Registered users will be able to create profiles to promote themselves, track what their peers are doing and saying and follow conversations taking place on the site. Users can choose to receive an e-mail alert when new comments are posted to an article thread or each time a writer they choose to follow posts a new article.



A real-time activity stream — ITworld Live — lets visitors keep up with what's happening on the site by tracking who's commenting on what stories, who's posted a question in Answers, when that question is answered, and who's liked, shared and downloaded content.

Users can also post or answer questions in a new feature called ITworld Answers. Readers can rate the quality of answers provided and earn status toward becoming "Trusted Voices" for contributing their ideas and insights. "The concept of the 'Trusted Voice' is new to ITworld," Naze explained. "Trusted Voices are typically senior IT professionals and other thought leaders who are identified by the ITworld team and who agree to participate on the site in a variety of ways including commenting on stories, as bloggers, by providing short commentaries and by helping to build out the Answers section."



ITworld Answers lets users post and answer questions for peers. The feature also offers sponsorship opportunities for vendors.

Another new feature, Sounding Board (www.itworld.com/blogs/cio-executive-council), is a monthly feature contributed by members of the CIO Executive Council (CEC). One council member presents a scenario and three CIOs provide possible solutions. "It's a significant level of effort on the CIO Executive Council's part because it's content created exclusively for the ITworld site," Naze said, adding, "We hope to drive traffic back to the CEC site in return."

The CEC has also lined up a number of its members to serve as Trusted Voices who will comment on the site, blog and answer reader questions.

A real-time activity stream — ITworld Live — lets visitors keep up with what's happening on the site by tracking who's commenting on what stories, who's posted a question in Answers, when that question is answered, and who's liked, shared and downloaded content.

IT vendors can join in the conversation via two sponsorship options, Weglage noted. Vendors that opt to sponsor the Answers column are encouraged to monitor the questions and provide someone from their tech team to answer relevant questions. Vendors can also sponsor a separate Social Hub page, which allows them to showcase their capabilities and collect qualified leads, Weglage said. Social Hub pages contain a mix of topical editorial content and vendor-supplied content including blogs, social media feeds, polls, white papers, case studies, webcasts and free trial offers.

> ***"This engagement will give IT vendors the opportunity to better understand their prospects' and customers' challenges, join the conversation to become a resource and be viewed as strategic partners."***
> ***— Sean Weglage, SVP, publisher, ITworld***

Compuware and Sybase were launch sponsors for the Social Hub and Polycom, Compuware and Qwest are sponsors of specific Answer topics, Weglage said.

The new site launched on April 5. In March, the old site reached 1.6 million page views and had just over 600,000 unique visitors. In April, page views were slightly over 1 million with more than 500,000 unique visitors. "This month, we are tracking to hit somewhere in between, which is excellent immediately following a launch," Naze said. "We're also seeing nice traction from some of the new modules," she said. For example, the content carousel, which is the strip of headlines and images that readers can scroll through at the top of the articles pages, is currently the most-clicked on module.

The relaunch would not have been possible without the expertise and input of many people at IDGE. "This was truly a cross-departmental effort that drew on the expertise of numerous employees including the ITworld content and sales teams and the Digital Solutions Group," Naze said.

For more about the new ITworld site, view the video at http://tinyurl.com/itworld-launch or contact Jodie Naze at jodie_naze@itworld.com. WU

noteworthy people

Promotions

PCWorld | Macworld Senior Software Developer **Justin Counts** has been promoted to principal software engineer. "This is a well-earned recognition of Justin's longstanding leadership role in our Applications Development group," said **Aaron Jones**, PCW | MW CTO/VP Product Development. "Justin is a talented problem solver, a curious learner, a strategic thinker and an all-around good guy who has become the go-to developer for many significant chunks of our code base." *jcounts@pcworld.com*

Poff

PCWorld | Macworld Senior Project Manager **Curt Poff** has been promoted to product manager. "In this new role, Curt will oversee all our Product Management initiatives across both brands pertaining to News and Opinion as well as Live Events," Jones said. "Curt has long been a fixture in the Macworld editorial group, and his deep knowledge of the editorial side of the house, as well as his strong technical comprehension will serve him well as he takes a substantial role in refining and cultivating some of our most critical products." *cpoff@macworld.com*

New employees

Durbin

IDG U.K. has hired **James Durbin** as an account manager for CFO World. He previously worked for IDOX/J4B as digital media sales executive, selling e-mail, newsletter and banner sponsorships on three B2B websites and one student website, which provided grants and funding information. He has studied human genetics and biochemistry and is a qualified tennis coach. A Sale Sharks rugby team fan, he is also a "sports car fanatic." In 2007 he completed the Mongolian Rally, driving from London's Hyde Park to Ulan Bator, Mongolia, in a Jeep. *james_durbin@idg.co.uk*

Calderon

Rachel Calderon joins **Computerworld** as an account director. She was previously a district sales manager with Techweb. She holds a B.S. in business administration from the University of Wisconsin and an MBA from Schiller International University. In her free time she enjoys reading, running and music. *rachel_calderon@computerworld.com*

IDG Connect Europe's new global alliance manager is **Claire Leon**. She was previously an agency manager for Associated Newspapers where she played a key role in developing the digital strategy of the Daily Mail, Metro and Evening Standard newspapers. She holds a B.A. in French from the U.K.'s University of Leeds. Recently married, she spent her honeymoon in South America and "survived four nights in the Amazonian jungle." *claire_leon@idg.com*

Gagneux

Previously a director with IFR, **Arnaud Gagneux** is now a director with **IDC U.K.**'s Imaging Hardcopy and Solutions group. He holds a B.A. in European management from London's Middlesex University and an M.A. in the same subject from Marseilles Business School. In his free time he enjoys travel and photography. *agagneux@idc.com*

Elkins

Also new at **IDC U.K.** is Consulting Project Manager, Western Europe Go-to-Market Solutions, **Mark Elkins**. Most recently a private consultant, he has also led marketing/business development teams at Avaya, Telewest and SAS U.K. He earned an MBA specializing in international marketing and corporate strategy from the Southampton University (U.K.) Management School and enjoys gardening, entertaining and quizzes. He recently built his first patio "from scratch, taking on board a whole new set of skills." *melkins@idc.com*

Russell-Cowan

IDC U.K. has also hired **Oliver Russell-Cowan** as an inside sales representative; he was previously an advertising manager with Factory Media. A graduate of the University of Wales, he holds a B.S. in European business studies, as well as a diploma in sports management from Australia's Southern Cross University. A sports enthusiast, he enjoys surfing, football and squash and recently finished seventh in his first marathon. *orussellcowan@idc.com*

PCWorld | Macworld's new senior software developer, Mobile Platforms, is **Michael Papp**. He previously ran his own software consulting company, Seastones Software. He holds a B.S. in applied mathematics with a minor in broadcast communication arts from San Francisco State University. Away from the office he enjoys hiking and cycling. *mpapp@pcworld.com*

What's happening on IDG Mobile Hub

If you're involved with any aspect of mobile media, check out IDG Central's community group on all things mobile. Here's a sampling of some recent comment posts:

Does anyone know of a company that provides a white-label iPad pdf reader app, which we can integrate it into our own app? *(from **Jacky Lee**, PCWorld | Macworld)*

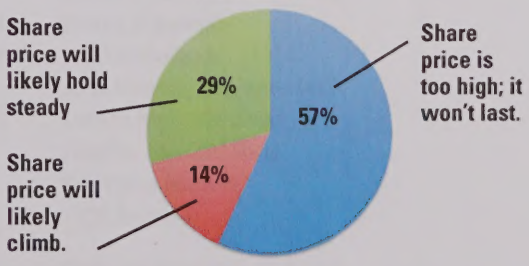
Here is a link to a presentation on how to market your iPhone app inside and outside of iTunes. *(from **Ulla McGee**, PCWorld | Macworld)*

Mobile development 101: What you need to know: InfoWorld's 8-lesson guide for developers making the transition to smartphones and tablets: http://bit.ly/ft3pg6 *(from **Patrick Kenney**, IDG International Publishing Services)*

To see more of what's on Mobile Hub, click "Join Group" at the top of the Mobile Hub group page. Members have access to a range of presentations and resources in the Workspace area.

Question of the Week results for May 23

LinkedIn's May 18 IPO exceeded all expectations. What do you think of the company's current valuation?



Log on to www.idgcentral.com to vote on this week's question:
How often do you back up your personal computer files?

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Debbie Waters-Colacchio *IDG International Publishing Services*

26
Walter Kainz *IDG Germany*

24
Susanne Kratoschka *IDG Germany*

23
Deborah Vozikis IDG Enteprise

19
Stephen Lawson *IDG News Service*
Marlene Buschbeck-Idlachemi *IDG Germany*

15
Kit Gould *IDG U.K.*
ve Traynor *IDG Enterprise*

14
Gabriele Dineiger *IDG Germany*
Jacek Dudzinski *IDG Poland*
Avneesh Saxena *IDC Hong Kong*

13
Izabella Milke *IDG Poland*

12
Shunsuke Marahashi *IDC Japan*
Karen Funk *IDG Germany*
Verena Ottmann *IDG Germany*
Christine Vetter *IDG Germany*
Niels Veileborg *IDG Denmark*

11
Mark Savery *IDG*
Panagiotis Kolokythas *IDG Germany*

10
Melinda Lejan-Manasan *IT World Canada*
Horst Ellermann *IDG Germany*
Kyoko Suzuki *IDG Japan*

scha Mutschler *IDG Germany*
Sascha Zäch *IDG Switzerland*

8
Lu Dai *CXO Media*
Satoshi Matsumoto *IDC Japan*
Bo Nordlin *IDG Sweden*
Björn Olsberg *IDG Sweden*

7
Melissa Chau *IDC Singapore*
Anne Campbell *IDG U.K.*
Fabian Siegismund *IDG Germany*
Daniel Matschijewsky *IDG Germany*
Margaret Margossian *IDC*
Suzanne Denton *IDC*

6
Karen van Velzen *IDG Netherlands*
Joyes Lim *IDC Singapore*

5
Leon Xiao *IDC China*
Abigail Swabey *IDG Australia*
Brian Howden *IDC Canada*

4
Rich Martin *CXO Media*
Brett Ferry *IDG Enterprise*
Ella Zhang *IDC China*
Alex Lincoln *IDG U.K.*
Maxine Cheung *IT World Canada*
Rafael Ruffolo *IT World Canada*
Rene Schmoel IDG Germany
Sascha Neubacher *IDG Germany*
Maibritt Møller *IDG Denmark*
Mateusz Was *IDG Poland*
Ramesh Babu *IDC Singapore*
Christopher Whitehouse *IDG Global Solutions EMEA*
Norah Miller *IDG Sweden*

3
Emily Hart *IDG Enterprise*
Jayshree Doshi *IDC India*
Luciano Acosta *IDC Argentina*
Matthias Damm *IDG Germany*
Alexandra Gorski *IDG Germany*
Rogier Warnink *IDG Netherlands*
Barbara Mooser *IDG Switzerland*
Oliver Wirtz *IDG Switzerland*
Danuta Sass *IDG Poland*
Yun Hwa Choi *IDC Korea*
Vijay Sundararaman *IDC Singapore*

2
Cheong Fong Sim *IDC Malaysia*
Kelly Flores *IDC Brazil*
Jutta Eckebrecht *IDG Germany*
Lukasz Sabatowski *IDG Poland*
Deborah Oliveira *Now!Digital Business (Brazil)*

1
Christina Sergi *CXO Media*
Lauren Brousell *CXO Media*
Elizabeth Fracalossi *IDG Enterprise*
Joan Joly *IDG Enterprise*
James Dias *IDG Enterprise*
You Sook Hong *IDC Korea*
Emma Fajardo *IDC Philippines*
Kat Neal *IDG TechNetwork U.K.*
Steven Dijkerman *IDG Netherlands*
Joris Peterse *IDG Netherlands*
Toshiko Mori *IDG Japan*
Jennifer Ren *IDC China*
Rajnathan Madaliar *IDC Australia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

One on one

continued from page 3

Q How is your online business doing?

A After a very weak Q1, our online business has gotten back on track in recent months. Marketers are embracing online business with a lot of enthusiasm and energy, and they really appreciate the solutions and the portfolio we have in online, but unfortunately their budgets are not as big as we would like.

Marketers are embracing online business with a lot of enthusiasm and energy ... but unfortunately their budgets are not as big as we would like.

Regarding social media programs, it is something quite new and innovative in our country and many times we have to teach our clients about it. In any case, we have run a couple of social media programs based on the amplification of the message with very good results.

Q Any recent successes you're particularly proud of?

A This year IDG Spain received an award from AMETIC, a Spanish association of IT companies, which presented the award to honor an editorial group for what they called the most significant communication and IT journalism in Spain. We are also very proud of the three IDG Chairman's Achievement Awards we received during the last three years in different categories.

Q What's been your career path with IDG?

A I joined IDG as an intern in 1996 with a scholarship from the Foundation Enterprise & University, and I worked for Diario Informatico, a daily IT publication IDG published at that time. In 1998, I became a Computerworld writer. In 2000, I was promoted to online manager; finally, in 2007, I was promoted to the position of country manager. WU

celebrating 10!

Name
Wang Yu

Home
Beijing

Joined IDG
May 1, 1999

Career path since joining IDG
May 1999-May 2002, Manager, Circulation Department, China Internet World; June 2002-November 2007, Manager of Circulation and then Manager of the Event Department, Electronic Engineering & Product World; December 2007-February 2010, Director, Circulation and Event Department, Electronic Design & Application World; March 2010-present, Manager, Online Department, Electronic Engineering and Product World.

Current title
Manager, Online Department, Electronic Engineering and Products World

What's kept you at IDG for 10 years?
The work environment here is very stable.

Most challenging part of your job
Meeting our budget.

Best way someone could compliment you on your work?
"He is a good team worker."

Of what accomplishment at work are you most proud?
I successfully organized the "Embedded System World" conference.

What talent do you wish you had that you don't have?
Fluency in spoken English.

Favorite way to work off stress
Singing and playing sports.

Best piece of advice you've ever received
Say no to what you cannot achieve.

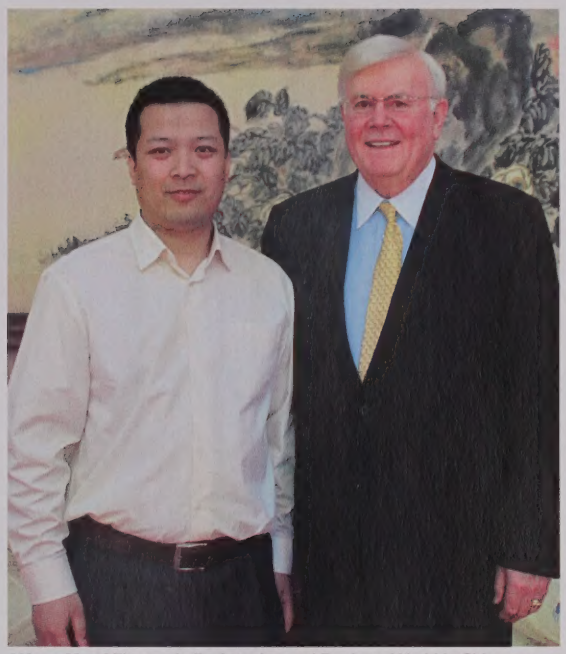
Interests outside the office
Basketball

Family
My wife Li Jing and my one-year-old son Wang Zhengyang.

What did you want to become when you were a child?
A scientist.

If you won the lottery tomorrow, you would
Quit my job immediately!

One possession you'd grab if your house were on fire?
Photos of my family members.



Wang Yu *of Electronic Engineering and Products World in China was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating his 10 years of service to the company.*

Favorite vacation spot
Paris

Favorite movie
Gone with the Wind

Your idea of a perfect day alone?
I'd spend it sleeping.

Retirement dreams?
Traveling the world.

Manager's profile
"Wang Yu is a smart guy, and he is very popular with staff at our publication. In the past 10 years, he has been transferred to many publications, and all publishers have welcomed him to join their teams as he is capable, diligent and smart and a good team player as well. He is familiar with our online business, circulation and events. No matter what he does, he is a down-to-earth and hardworking individual, serving as the backbone of the publication."

— Mary Chen, publisher of Electronic Engineering and Product World

What's going on at your office?

All employees are invited to submit photos for the Photo of the Day gallery on IDG Central. Here's your chance to make sure your office gets its 15 minutes of fame. Almost any subject is fair game — a company meeting, a company outing, an internal training program or an after-hours softball game. Use your imagination and have fun! Please be sure to include a brief description and identify any employees depicted. Send to world_update@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Deepa Ahuja *IDC MEA*
Ronita Bhattacharjee *IDC MEA*
John Dix *Network World*
Marina Lau *Network World*
Jodie Naze *ITworld*
Manuel Pastor *IDG Spain*
Karen Ren *IDG China*
Howard Sholkin *IDG SMS*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

6 JUNE 2011
VOLUME 41, NUMBER 22

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG TechNetwork Germany launches video option

Turnkey offering features IDG videos for selected publishers

*The IDG Germany TechNetwork team includes (l-r): **Stefan Wattendorff**, director, sales and account management; **Veronica Gätzschmann**, publishing manager; **Edmund Heider**, director, business development; and Dr. **Jürgen Bossmann**, account director.*

IDG TechNetwork Germany last month rolled out a turnkey video offering that it is making available to select publishers in its network.

"Being the first media network in Germany to offer a syndicated video product underlines the unique and innovative position of the IDG TechNetwork," noted **Stefan Wattendorff**, director, sales and account management.

Wattendorff said they are offering the video option to publishers with appropriate size websites and a suitable content environment. "The websites need to have a reasonable amount of page impressions, otherwise the individual revenue is too small," he explained, noting that sites being offered the video content will have a minimum of one million impressions a month. "Video content does not make sense for every publisher," Wattendorff said.

IDGTN supplies a video player with a customized playlist of videos and will also integrate the player,

continued on page 5

Munich makes push to host Mobile World Congress

Local IDG office partners with Bavarian government for online campaign

IDG Germany is throwing its media weight behind a campaign to make its hometown of Munich the host of the Mobile World Congress (MWC) from 2013 to 2017. A special promotion is running across IDG Germany's four B2B websites — www.computerwoche.de, www.cio.de, www.cfoworld.de, www.tecchannel.de. — as well as on the covers of the sites' respective print publications. The promotion, launched May 20, may also appear on IDG Germany's consumer and gaming sites in the near future.

"We are running the official logo of Munich as a candidate city on all our B2B websites and in their respective print magazines," said **Jonas Triebel**, IDG Germany head of database operations. "The logo is also included in all our iPhone and iPad news apps. We are also currently building a special campaign website (http://mwc.microsite.urtech.de/)." Clicking on the MWC logo currently on the IDG Germany sites takes a user to a site promoting Munich, 'the IT and media capital of Germany', as a candidate city. Paris, Milan and Barcelona — MWC host city for the past several years — are the other MWC finalists.

MOBILE WORLD CAPITAL
MUNICH
CANDIDATE CITY

Triebel said there were several reasons IDG Germany is promoting Munich's 'Alps and Apps' bid to be the MWC host city. "The first and most important one is the fact that we at IDG Germany share the vision of a mobile world with the Bavarian government. We are working on all kinds of mobile services for our readers and advertising customers. And, of course, our heart beats for Munich, where IDG Germany has always been based. So what could be better than a campaign to show the

continued on page 4

Inside this issue

Top 5 questions to ask when setting your mobile strategy *page 2*

One on one: Dunya IT Publications Director Murat Yildiz *page 3*

Online bookshop brings in revenue to IDG Business Media *page 4*

DEMO staff help Singapore partner prepare for November event *page 5*

Cartoon caption winner *page 6*

Celebrating 10: Beijing Dongxiao Group's Li Haiyun *page 8*

Top 5 questions to ask when setting your mobile strategy

IDG Enterprise President & CEO ***Michael Friedenberg*** *is a regular contributor to Mins Online. This column appeared recently and is reprinted here for IDG colleagues. Contact Friedenberg at mfriedenberg@idgenterprise.com or go to www.idgcentral.com and share your thoughts about this article in the comments section.*

Mobile is no longer just a consumer or Gen-Y platform, but a pervasive force in business today. In fact, 77% of IT executives think mobility is very important/important as an enabler of business innovation, and 45% of enterprise organizations' IT departments support three or more mobile platforms.[1] To harness this platform for business advantage you need a plan, using a mind-set that expects change to allow the flexibility to experiment and adapt, with new technologies and best practices, as this area continues its rapid evolution.

1. Who is in charge?
Creating and executing on a mobile strategy will take resources from many internal departments — technology, design, sales, and content — and perhaps external partners. As with any business initiative, to be successful you need one individual anointed as the product champion to have the oversight of your mobile strategy and drive its success. This person will need executive support and the ability to pull the collective resources together to drive everyone in the same direction. Your mobile champion will need to start with a strong technology basis of understanding, and also be willing to keep up with the rapid pace of change in technologies and mobile user habits.

2. What are your goals?
Mobile is a rapidly emerging business trend that customers are adopting, but creating a mobile app for the sake of being on the cutting edge is not a strategy for success. Is the goal to expand your reach and engage an audience through multiple channels or is there a revenue target? A clearly articulated business strategy utilizing mobile tactics will make sure you are all moving in the same direction. Creating apps can have a large upfront expense, and be a resource drain to keep updated. But if you have a sound business reasons behind your development, it will be easier to measure your success.

3. What do your customers want?
Mobile is all about "right now." What is it that your customers are seeking at that very moment? What is the information they want, that you can serve up with the immediacy they expect on a mobile device? And you can't underestimate the user experience required — customers want the content or services they are looking for fast. In our business, IT professionals rely on white papers as a key source of information. By providing a way for them to search, store and share white papers with Tech Briefcase (www.technologybriefcase.com), an easy-to-access and use app and web portal, we serve the immediacy of their targeted search needs.

4. What is your approach?
A critical question when it comes to your strategy — how are you delivering mobile content? Table stakes these days is to optimize your website for mobile devices, but in some cases it makes sense to create an app. It is critical to understand what you want to accomplish, who you are serving, and what devices they are using when making this decision. Are you targeting an audience using multiple devices? If so it might make sense to use a browser solution that can be accessed by multiple devices rather than create and keep versions current. Or, is there something unique you can deliver in a native app, by capitalizing on a device feature that you can't if just optimizing for the mobile web? Also, if your strategy requires you to use a combination of apps and web, think through how your dynamic content will be delivered since your workflow will be affected by the market fragmentation of Flash on the web and HTML5 for mobile devices.

Mobile is all about "right now." What is it that your customers are seeking at that very moment? What is the information they want, that you can serve up with the immediacy they expect on a mobile device?

5. How are you going to measure success?
If success is the number of apps downloaded from the iTunes store, or how many subscriptions you have sold, these are easy metrics to understand in relation to your investment. If results are less tangible, like increased engagement or customer satisfaction, or extended reach to new customers, those may be harder to measure but no less valuable to your organization. Know what you want to achieve, and how you are going to measure success so that you can justify increased development and investment in this growing area.

Depending on your specific business, there will be other factors to consider, but understanding the answers to these five questions will get your mobile strategy planning in high gear. WU

[1] *IDG Enterprise Mobility Solutions Study, October 2010*

one on one the interview

Murat Yildiz
The director of the Dunya Group of Companies' IT Publications division is this week's columnist. Reach him at myildiz@dunya.com.

Dunya Group of Companies IT Publications at-a-glance

Location Istanbul, Turkey

Number of employees 18

Established license agreement with IDG 2005

First brands published with IDG PC World, GamePro, Macworld

Current focus B2B brands and events

Brands now under license to IDG
Computerworld
CIO
CFOWorld
IT Pro
PC World (online only)

Latest accomplishment
Within eight months of its launch, CIO Turkey organized the first CIO Awards event in Turkey.

Q Can you describe the IT media market in Turkey and how your company fits in?

A Turkish IT media has undergone significant change during the last four years. Between 2000 and 2007 the market was dependent on end-user magazines. Now only two — Chip and PC Net — are on sale; both are owned by the same media group. Dunya IT Publications group has been publishing PC World since 2006 and this year we decided to end the print version and just go on with online. Since 2007 we have been focusing much more on the B2B market. Our only rival for B2B has just one bi-weekly magazine, and we have two with IT Pro and CIO. Dunya IT Group targets the most influential audience focused on business-level IT investments. Therefore, we will continue to focus on B2B titles, events and online operations.

Q Is Turkey's IT market in a growth phase?

A First of all, Turkey's economic growth in recent years has attracted the attention of many people. This economic growth has also given a serious boost to IT investments. Turkey's ICT market was slightly more than US$26 billion in 2010. The share of information technologies in this market is around $8 billion. In 2011 the market is expected to grow 8.1%. The IT market is more dependent on hardware sales; software, consulting and services have just a small share.

During the last two years the main growth factor has been the launch of 3G services. The mobile data traffic grew enormously, and it's expected to keep growing over the next few years. Another main factor for growth is that most of the SMBs have still not completed their IT investments. The New Commercial Law that was adopted by the Turkish Parliament in January is forcing companies to make a huge change in terms of being more transparent. For example, from now on every company shall have a website, store digital copies of printed documents, etc. Therefore, companies will be doing more IT investments in the near future. That will be the key growth in IT investments for the next year. In addition, our large population of young people will be buying more cell phones and other IT hardware, which will cause the hardware sales number one in IT market share.

Q What is the mobile market like in Turkey? Are you developing many mobile products?

A During the last two years the mobile market in Turkey has had significant growth. Telecom operators launched their 3G services in 2009. In this sense, 2009 is the start of the mobile application market in Turkey. Now it has just been one-and-a-half years of 3G, and data traffic growth is enormous. But for the advertising aspect, the sector still has a long way to go. Companies prefer traditional ways for marketing activities on mobile such as SMS or MMS ads.

Nevertheless, we launched our first iPhone application for PC World at the end of 2009. The application was the top downloaded application on iTunes' Turkish store for many weeks. With the PC World app, iPhone users can reach PC World online's daily news and all product reviews. This year we are planning to launch an iPad edition of PC World magazine. The main idea is to launch a magazine solely for iPad that will have great interactive and multimedia items. I hope the new digital magazine will launch in September, and we will let all our colleagues from IDG know the details.

Q What role do events have in your portfolio?

A Up until 2010, we were not very active in the event business. However, with the launch of CIO magazine, we have given more importance to event organization. Our first success is that we announced the CIO 2010 Awards program within the third issue of CIO and the awards ceremony was held in December in conjunction with the eighth issue. This was a great success because although the magazine was so new, all the major CIOs willingly nominated themselves and 16 of them were honored. This year we are working hard to create a bigger awards event. In addition to the CIO 2011 Awards presentation, we are planning a Cloud Summit in October for IT professionals that will carry the Computerworld brand. Our newest magazine, CFO World, will also have its own awards program before the end of the year. We know that the events business has a huge potential in Turkey, and we will be focusing more on it in the future.

Q How is your CFO World title doing?

A Our parent company has been publishing the Dunya daily newspaper for more than 30 years. Dunya is focused on economics and finance and is heavily distributed via subscription. So we already have a strong relationship with individuals and companies from the finance sector. When we heard about CFO World, we were sure that this title would be a natural fit for our group. We launched the first issue in March 2011. CFO World covers both the key subjects about finance, the economy, careers and also IT investments. So it is not just dedicated to one subject. CFO World is distributed for free to top CFOs and sector leaders. The rest are sold via newsstand. WU

Munich

continued from page 1

advantages of Munich as a congress location and IDG as a media and network partner?"

Promoting Munich as host city for MWC is also a good business opportunity for IDG Germany, which will earn 53,000 euros (US$75,000) from the Bavarian government for the campaign.

COMPUTERWOCHE

In addition to Computerwoche.de, the Munich promotion is running on IDG Germany's other business sites: CFOWorld, CIO and TecChannel.

IDG Germany asked the IDG News Service if it could, as a one-time favor, create an English-language RSS feed of its mobile-related content, which may appear on the campaign website that is still under construction.

"We need the feed to be in English because a lot of visitors and congress attendees will be English speakers," Triebel said. "This is Munich saying 'hello' to the world, and we have to speak the world's language." He also noted that the members of the GSMA, which organizes the MWC, are all American.

The target audience for the Munich campaign is "anyone interested in the mobile world," Triebel said. "This includes IT decision makers, the big IT vendors and sponsors and the GSMA itself. Munich wants to show the activities around its host campaign, which is a high-priority project for the Bavarian government and the federal Ministry of Economy and Technology."

IDG Germany's campaign will end on July 12, the date London-based GSMA will announce the 2013 host city. "It's a bit like being the host city for the Olympics or the World Cup," Triebel said. "We're all working on a great campaign finish." Members of IDG Germany's team include Account Manager, Mobile **Karsten Linde**; Marketing Manager **Mirja Wagner**; Sales Director **Achim Schäfers**; Project Manager, Custom Publishing **Andreas Schmitz**; Project Manager, SMS **Stefanie Alonso** and Publisher **Michael Beilfuss**.

Triebel said the MWC promotion campaign came to IDG Germany by happy accident. "My database department is responsible for our reader revenue activities. A few weeks ago we had a meeting with two people from a government department regarding a book project (see sidebar below) about IT law. During the meeting they mentioned that they were involved in Munich's campaign for the Mobile World Congress. So we gave them a little taste of how strong we are in mobile and ended up with a media partnership and some added income."

To see an English-language video on Munich's campaign go to http://www.mwc.partnering.de/. For more information contact Jonas Triebel at jtriebel@idgbusiness.de. WU

Bookshop brings in extra revenue for IDG Business Media

Always looking to increase opportunities for reader revenue, IDG Germany's Business Media group has found a growing source of revenue from its books division.

The Database Operations team began selling books about a year ago via bookshops on Business Media's various brand sites. The group expects to bring in about 85,000 euros (US$123,000) in book sales in FY11. About 75% percent of the revenue is from hardcopy books and 25% is digital revenue from PDF or iPad editions of those books. The percentage of digital revenue sales is expected to increase, according to **Mirja Wagner**, marketing manager for the Database Operations group.

Currently the portfolio includes seven books — two each with the Computerwoche and CIO brands and three with the TecChannel brand. Three more books will be available by the end of the fiscal year.

Ten books will be available in the bookshop by the end of 2011.

Ideas for what kinds of books to publish have come from IDG Business Media editors, the Database Operations team or — in an interesting recent development — another publisher. That company, Jehle, had a book called the Lexicon of IT Law it was publishing on behalf of a government agency. The book hadn't sold well, so Jehl approached IDG for help in connecting with the right target audience,

"Our value lies in our strong brands, our well-known magazines and, of course, our database with 400,000 IT decision makers," Wagner said. "We did a cooperative agreement with them and shared the revenue 50:50." The book is co-branded with the Computerwoche logo.

IDG handled marketing and distribution, and Jehle covered print costs. IDG's revenue on the book in the past three months has been 25,000 euros ($36,150), with its costs just 2,500 euros ($3,614).

The Lexicon book has been the only one to come in ready made from an external source. Content for the others has been from a mix of sources. For example, some of the two TecChannel books have repurposed content from IDG's TecChannel Compact editions along with new content from external writers. (TecChannel Compact is a quarterly series of high-end, single-themed magazines.) The CIO book was all new content, 50% from freelancers and 50% from IDG editors. Outside contributors receive a commission for every sold copy.

The initial print run for books generally begins with 500 copies. When those are sold, books are then printed on demand.

Write to mwagner@idgbusiness.de. To see the bookshop page for the Lexikon book, go to www.computerwoche.de/lexikon. WU

Books on sale

IDG Business Media's book portfolio (titles have been translated into English)

TecChannel books
- Virtualization and Cloud Computing
- Service-Oriented Architecture, Business Intelligence, Customer Relationship
- Management and Enterprise Content Management

Computerwoche books
- Lexicon of IT Law
- Web 2.0 in Enterprises

CIO books
- The IT Facts of Germany's Largest Companies
- Social Media Management

DEMO staff help Singapore partner prepare for November event

DEMO executives recently returned from a week in Singapore helping their local partner prepare for November's inaugural DEMO Asia event. IDG Enterprise SVP, DEMO **Neal Silverman** said that one of the highlights of his trip was a news conference at DEMO host hotel, the Marina Bay Sands Expo and Convention Centre. More than 140 people attended, including members of the press, venture capitalists, government officials, delegates from the Israeli, German and Canadian embassies and local entrepreneurs. Among the latter group were the founders of three Singapore-based DEMO alumni companies, Foound, Pechora Technologies and Fetch Plus Asia, who shared their DEMO experiences during a question-and-answer session. IDG licensee CIO Singapore also covered the news conference.

"Based on the reception and press coverage, I have no doubt DEMO Asia will be a huge success," Silverman said. DEMO Asia will be held Nov. 29-30. For more information see "DEMO targets international growth through licensing" (IDG World Update, May 12, 2011) or contact Neal Silverman at nsilverman@nww.com.

*IDG Enterprise SVP, DEMO **Neal Silverman** (fifth from left) and DEMO Executive Producer **Matt Marshall** (fourth from right) traveled to Singapore last month to help staff at Sphere Exhibits, led by Executive Vice President Chua Wee Phong (between Silverman and Marshall) prepare for the November event.*

IDG TechNetwork Germany

continued from page 1

which uses iframe technology and is hosted by IDG TechNetwork. All videos are from IDG Germany and the IDG News Service. Each playlist contains approximately five to 10 topical videos from all the IDG sources. "We assign the video material to different segments, for example, mobile, hardware, software, B2B with respect to the publisher's individual content focus. This is done on a daily basis, and there are several different playlists in our internal database," Wattendorff explained.

"This solution is easy to integrate into the publishers' website design and gives users easy access to the various videos," Wattendorff said.

IDGTN monetizes the video both by selling pre-, mid- and post-roll advertising as well as regular online display advertising on the video page. Video ads are sold both directly by the IDGTN sales staff and through a partnership with Smartclip, a sales marketer that specializes in online video advertising. Online display advertising on the video pages is sold exclusively by IDGTN staff. "This allows not only the precise targeting of regular online campaigns but also the development of special sponsoring solutions for major advertisers," Wattendorff said.

PocketPC is the first publisher in the IDG Germany TechNetwork to integrate the video offering in its site. It can be viewed at: www.pocketpc.ch/idgtechvideos.php. "PocketPC is one of the biggest publishers in our network and a well-known resource for news on mobile devices. They drive the traffic to the new video section, and both of us make money from display advertising as well as from every video ad that is shown," Wattendorff said.

IDG Germany launched its TechNetwork in October 2009. Today there are approximately 50 publishers in the network representing more than 160 websites.

For more information, contact Stefan Wattendorff at swattendorff@idgtechnetwork.de.

PocketPC.ch is the first publisher in IDG Germany's TechNetwork to integrate the video offering into its website.

noteworthy people

Promotions

PCWorld | Macworld Director, Ad Operations **Kevin Barden** has been promoted to senior director, Sales Programming and Operations. "Kevin will manage the soup-to-nuts of our increasingly complex sales deals, from brainstorming creative proposals, sales program development and design to sales project management, to ad operations and optimization," said **Stacey Levy**, PCW | MW SVP, Sales and Marketing. "Kevin, our sales idea machine, will bring his unique skillset of creativity and operational know-how to this critical area of our business." *kbarden@pcworld.com*

Buizer

IDG WORLD UPDATE

Previously **PCW | MW** senior director, Program Development, **Brian Buizer** is now senior director, Business Development. "In this role, Brian will be establishing and leading our audience data monetization efforts after spending time studying, evaluating and recognizing the tremendous opportunity in this area," Levy said. "With his background in business development and thorough understanding of the data market, Brian is perfectly suited to tackle this complex and exciting arena." *bbuizer@pcworld.com*

New employees

Pinczel

After 14 years at Dell Canada in a variety of sales positions, most recently account executive, Large Enterprise, **Chris Pinczel** joins **IDC Canada** as an account executive. He will focus primarily on the development and acquisition of new business with Tier 2 vendors and prospects. He holds a B.A. in business administration from Brock University in St. Catherines, Ontario. *cpinczel@idc.com*

Attwell

IDG Germany has hired **Benjamin Attwell** as a junior account manager. He was previously a junior account manager and marketing assistant with Z-Card Ltd. He earned a B.S. from Leeds (U.K.) Metropolitan University and enjoys football and surfing. *battwell@idgmagazine.com*

Dzeladini

Also new at **IDG Germany** is Database Administrator **Burhan Dzeladini**. He was previously lead engineer with Interoute Germany. He studied software development at Munich's PTM-Akademie; he also an Oracle-certified database administrator. In his free time he enjoys motorcycles, home theater, videogames, tae kwon do and spending time with his young daughter. *bdzeladini@idg.de*

Ben Law joins **IDC California's** Vertical Markets Research group as a research analyst, a title he also held with his previous employer, the State of California's Department of Industrial Relations. He will be supporting the Software Vertical Views and IT Wallet Research programs and managing the U.S. Black Book program. A graduate of the University of California/Davis, he holds a B.S. in environmental policy analysis and planning and an M.S. in agricultural research economics. Outside of work, he enjoys spending time with family and friends. *blaw@idc.com*

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

Five employees win Amex gift cheques in World Update reader survey drawing

The IDG World Update editors would like to thank the 782 employees who responded to the World Update/IDG Central online reader survey last month. Results are being compiled by IDG Research Services and will be reported on in an upcoming issue.

Congratulations to the following employees who were selected in a random drawing and will receive $50 Amex gift cheques as a thank-you for participating in the survey:

Mark Hattersley, IDG U.K.
Peter Kuehn, IDG Germany
Silvia Piai, IDC Italy
Anupa Shetty, IDC CCR India
Neli Vacheva, IDC Bulgaria

Cartoon caption winners announced

Congratulations to **Stefan Wattendorff**, whose caption was selected in a random drawing of all submissions in the most recent cartoon caption contest. He will receive an IDG T-shirt.

Several other contributors appear below. Check the home page of IDG Central for the newest cartoon contest.

"Spending $500 on a bookshelf when you have a Kindle is as moronic an idea as wearing that shirt, Norm."
***Nikhil Pradhan**, IDG India*

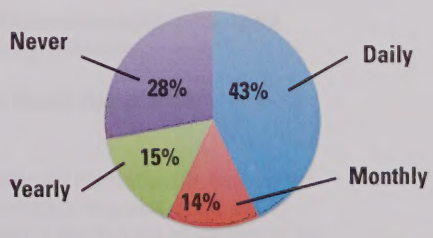
"Ever since I bought a Kindle, I've had nothing to put on these shelves."
***Armando Rodriguez**, PCWorld | Macworld*

"I just requested a loan for another 1,000 Kindles to refill my bookshelf."
***Stefan Wattendorf**, IDG Germany*

Rich Tennant's original caption: "I build bookshelves and Bernice buys a Kindle."

Question of the Week results for May 30

How often do you back up files on your personal computer?



Log on to www.idgcentral.com to vote on this week's question:
How worried are you by last week's announcement from the World Health Organization that radiation from cell phones could be associated with an increase in brain cancer?

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Matt Smith *IDG Enterprise*

25
John Robison
IDG Corporate Services Group
Rod Hills *IDC U.K.*

22
Janet King
IDG Research Services

21
Bea Horvath *IDG Hungary*
Ica Rodriquez *IDG Hungary*

16
Måns Klockar *IDG Sweden*
Diane Bean
IDG Corporate Services Group

13
Robert Wasilewski *IDG Poland*
[illegible]ry Menendez *IDC*

12
Anita Paál-Cseresznye
IDG Hungary
Linus Lai *IDC Australia*
Simone Bos *IDG Netherlands*

11
Jennifer LeMay *IDG World Expo*
Barbara Madariaga Caso
IDG Spain
Nathaniel Martinez *IDC U.K.*

10
Jane Weissman *IDG Connect*
Clark Morey
IDG Global Solutions
Stefanie Kusseler *IDG Germany*

9
Judit Erdos *IDG Hungary*
Karen Arnowski
IDG Global Solutions
Tomas Jirasko
IDG Czech Republic

8
[illegible]rtha Martin *IDC*

7
Koichi Nagayama *IDC Japan*

6
Miguel Palomero Prieto
IDG Spain
Matthew Duffy *IDC*
Ryan Patterson *IDC*

5
Elaine Senay
IDG Corporate Services Group
Egbert van Sterkenbrug
IDG Netherlands

4
Gergely Lukács *IDG Hungary*
Stefan Garvander *IDG Sweden*
Kristin Burnham *CXO Media*
Carolyn Rauch *IDG World Expo*
Philip Carter *IDC Singapore*
Desere Ross *IT World Canada*
Masato Kaneko
IDG Interactive (Japan)

3
Matthew Levine
IDG TechNetwork
Srinivasa Varadharajan
Rangara *IDC Center for Consultancy & Research (India)*
Rhys Lewis *CIO U.K.*
Dominika Borowik *IDG Poland*
Francisco Jeronimo *IDC U.K.*

1
Pei Jiun Tan *IDC Singapore*
Mieko Fujisawa *IDC Japan*
Theske Slijkerman
IDG Netherlands
Jennifer O'Brien *IDG Australia*
Cate Bacon *IDG Australia*
Joel Bienvenu *IDC*
Sheila Brennan *IDC*

Any business unit wishing to have its employees' anniversary dates listed in this column may send the appropriate information to world_update@idg.com.

Create an easy-to-use IDG Central password

To change your auto-generated IDG Central password, click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts.

Check out the resources available through IDG's Media Association Memberships

IDG is a corporate member of a variety of media-related organizations, and, as a result, employees are entitled to member access to exclusive content on the organizations' sites and can take advantage of opportunities to get involved with the groups' activities. Employees may join committees and take part in educational programs and conferences. Active members benefit both professionally and personally.

A partial list appears below. Go to the Resources/IDG Media Associations link on IDG Central for specifics about IDG's membership numbers.

American Management Association
www.amanet.org

IDG's U.S. employees get a 10% discount (sometimes more) on AMA's public classes, conferences, and special events. AMA's seminars include workshops on a variety of different professional and management development areas. Employees worldwide can have access to the AMA members'-only website, which includes hundreds of articles on management, sales, professional development, etc. In addition, AMA offer free webcasts and free podcasts that anyone can access. The AMA also has a presence in many other countries.

• *IDG contact:* ***Laurie Butson****, director, IDG Training & Development, laurie_butson@idg.com.*

Interactive Advertising Bureau
www.iab.net

The IAB is the only association dedicated to helping online, interactive broadcasting, e-mail, wireless and interactive television media companies increase their revenues. IDG Communications CEO **Bob Carrigan** was elected chairman of the IAB board in January 2011. Content on the IAB site is open to all visitors.

• *To get involved with a U.S. workgroup or committee, contact IAB directly or connect with* ***Howard Sholkin****, director, Communications & Marketing Programs, IDG Communications, howard_sholkin@idg.com.*

Online Publishers Association
www.online-publishers.org

The Online Publishers Association is dedicated to representing high-quality online content providers before the advertising community, the press, the government and the public. U.S. employees may register, using their corporate domain e-mail address (no personal e-mail addresses) in the upper right corner of the home page to access the password-protected documents. Once registered, employees will receive an e-mail that asks them to confirm registration.

• *IDG contact:* ***Gregg Pinsky****, SVP/general manager, online operations, IDG Enterprise, gpinsky@idgenterprise.com.*

FIPP: The Worldwide Magazine Media Association
www.fipp.com

FIPP's mission is to promote nationally and internationally, the common editorial, cultural and economic interests of magazine publishers, in print, online/digital and mobile media. It also focuses on freedom of the press, intellectual property, information provision, freedom to advertise, freedom of distribution and environmental protection. **David Hill**, president & CEO of IDG International Publishing Services, serves as vice-chairman of FIPP.

• *Request access to the password-protected section of the site by writing to david_hill@idg.com.*

WU

celebrating

Name
Li Haiyun

Home
Beijing

Joined IDG
February 1, 2000

Career path since joining IDG
February 2000-April 2002, Cashier, Financial Department, Beijing Dongxiao International Technical Information Consulting Co. Ltd. (Dongxiao Group).
May 2002-present, Accountant, Financial Department, Dongxiao Group.

What's kept you at IDG for 10 years?
I think Dongxiao has a bright future.

Memorable moment at work?
Working late into the night with my colleagues to make the settlement of the annual account on the last night of the fiscal year.

Most challenging part of your job
Insisting on adherence to financial principles while supporting the work of the editorial department.

Of what accomplishment at work are you most proud?
I won the Best Cooperation Award.

What talent do you wish you had?
Fluency in English.

Favorite way to work off stress
Listening to music.

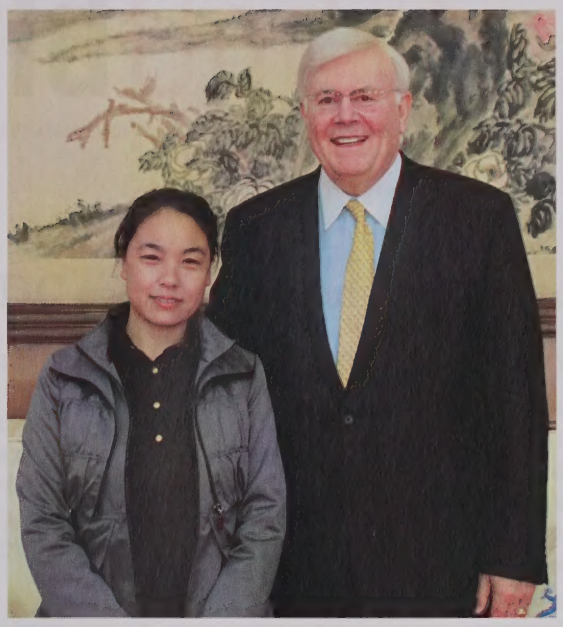
Best piece of advice you've ever received
Work hard when you are young.

Interests outside the office
Traveling and photography.

Family
My husband Liu Jun and my one-year-old daughter Liu Yidan.

What did you want to become when you were a child?
A writer.

If you won the lottery tomorrow, you would
Travel around the world.



Li Haiyun *was the guest of IDG Chairman* ***Pat McGovern*** *at a luncheon celebrating her 10 years of service to the company.*

One possession you'd grab if your house were on fire?
My camera.

Favorite vacation spot
Vienna

Favorite movie
Gone with the Wind

Your idea of a perfect day alone?
Listening to music.

Retirement dreams?
Traveling the world.

Manager's profile
"Li Haiyun has grown up with Dongxiao Group and her professional skill has steadily improved She is now a key person in the Financial Department, providing good service for the editorial departments. In the past 10 years, she has devoted herself to her work and has accomplished her assignments very well. In 2005, she won our group's Best Cooperation Award, winning praise from colleagues and managers."

— Yuelan Guan, managing director of Dongxiao International Technical Information Consulting Co. Ltd.

By the numbers

48 The average number of apps that are downloaded to an iPhone. (Nielsenwire blog, April 27, 2011)

35 The average number of apps downloaded to an Android phone. (Nielsenwire blog, April 27, 2011)

13 The percent of online adults who use Twitter. (Pew Internet survey)

400 The number of writers and editors employed by Groupon. The Chicago-based e-mail marketer hires an average of two new editorial workers each weekday. (New York Times, May 28, 2011)

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Michael Friedenberg *IDG Enterprise*
Karen Ren *IDG China*
Jonas Triebel *IDG Germany*
Mirja Wagner *IDG Germany*
Stefan Wattendorff *IDG Germany*
Sue Yanovitch *IDG Enterprise*
Murat Yildiz *Dunya IT Group*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

13 JUNE 2011
VOLUME 41, NUMBER 23

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

CW Spain, IDC collaborate on CIO subscription series

IDG and IDC offices in Spain have collaborated on a new quarterly barometer of the country's information and communications technologies (ICT) market. Observatorio ComputerWorld-IDC launched in late May as a high-quality service for CIOs and other high-level IT decision makers who pay an annual subscription fee of 3,500 euros ($4,924) for four issues.

"The Observatorio ComputerWorld-IDC is a key tool that will help CIOs make decisions and, at the same time, enables IT vendors to learn more about the status of the Spanish ICT market and the purchase intentions of their potential customers," said IDG Spain Country Manager **Manuel Pastor**.

Observatorio will be published in July, October and January 2012.

The report provides a detailed analysis of IDC's 2011 predictions for the Spanish market. IDC provides a range of indicators that highlight how ICT spending is evolving by sector — software packaging, systems, storage, telecommunications equipment and services, etc. — and what the prospects are for this year.

The first issue includes in-depth articles about various technologies such as cloud computing, business intelligence, security, communications, IT governance, data centers, storage, printing and management software. Interviews with major-market CIOs reveal their opinions about these technologies and their assessment of IDC's trends and predictions. Participating CIOs represent companies such as Bankinter, BBVA, Sanitas and NH Hoteles.

All content is original and produced solely for Observatorio by both ComputerWorld Spain staff and freelancers. In addition, the first issue summarizes the main conclusions of a round table debate organized and moderated by ComputerWorld in conjunction with IDC, done exclusively for Observatorio in a closed-door session. Three Business Intelligence providers — Information

continued on page 6

Enter IDG's employee photo calendar contest

See page 7 for all the details.

IDG Sweden aims to boost consumer titles' newsstand sales

Newsstand sales of IT-related consumer magazines have dipped for all Swedish publishers over the past year. IDG Sweden has been trying a variety of new promotions and telemarketing tactics to boost sales for its brands, and positive results are starting to show.

"While some segments like men's fashion and lifestyle magazines have seen newsstand sales increases during the last few months, computer and gadget magazine sales in those locations have dropped quite rapidly," said **Stefan Garvander**, marketing manager for consumer brands. "The most likely reason is that readers of computer or gadget titles are early adopters when it comes to finding information and entertainment online. The number of smartphones sold in Sweden has increased significantly over the past year, and this may have increased the speed of transition for these readers from paper to online."

The new promotional efforts involve eight magazines: PC för Alla, Macworld, M3 (consumer electronics),

Shelf tags like this one draw attention to IDG Sweden's consumer brands on the newsstand.

Digitala Hemmet (Digital Home), Smartare Mobil, Världens Vetenskap (general-interest science) All tom iPhone ("everything iPhone") and Korsord för Alla, a crosswords/puzzle title. The target locations include,

continued on page 5

Inside this issue

The mobile web advantage *page 2*

One on one: IDC's Director of Consumer Primary Research Michael DeHart *page 3*

IDG India's Channel World event draws a crowd *page 4*

Celebrating 10 IDC's Susan Feldman *page 8*

The mobile web advantage

PCWorld / Macworld VP, Mobile Products ***Ulla McGee*** *is a regular contributor to Mins Online. This column appeared recently and is reprinted here for IDG colleagues. Contact McGee at umcgee@pcworld.com or go to www.idgcentral.com and share your thoughts about this article in the comments section.*

April was yet another month during which we at PCWorld and Macworld experienced substantial growth in traffic to our mobile websites. We have two types of mobile websites: one type serves such non-smartphone mobile operating systems as Symbian or Wintel; the other serves such smartphone OSs as Google's Android or Apple's iOS. We recognize the phone's Web browser type and direct users to the corresponding website. Our goal is to achieve the best user experience the devices allow.

"The thing is, a website is like an airport, an application is like a destination. Websites have a constant stream of incoming links that keep visitors coming back.... Mobile apps, in contrast, are like lonely islands all onto themselves."

Looking at a graph that represents mobile website traffic since the middle of 2009, the line points nothing but upwards. This generates a lot of internal discussion about the value of a mobile website versus a mobile application. The thing is, a website is like an airport, an application is like a destination. Websites have a constant stream of incoming links that keep visitors coming back. There are Google search, Google news, Twitter, Facebook, various RSS readers, e-mail newsletters ...the list of sources that contribute to our (and most likely your) website traffic every day is literally in the thousands.

Mobile apps, in contrast, are like lonely islands all onto themselves. They are destinations that our customers have to remember to seek out every day. According to a Nielsen blog on April 27 of this year, the average number of applications on an iPhone is 48; on an Android phone it is 35. This is why the majority of long-term usage patterns I've seen for mobile apps so far is "L" shaped: A strong start followed by a very quick and steep decline. Except for applications that serve communication (e-mail, Facebook), weather, and a few addictive games, it's hard to capture people's attention every day when you are competing with 30 to 40 other logos on the deck of a phone.

So we are thinking hard about what services we provide that do well within an application, and which ones will do better as a mobile website.

Many of us were convinced that an app in the various app stores and a logo on the various smartphone decks means valuable exposure for our brands, which translates into long-term traffic and financial benefits. It might mean just that for a few lucky app developers who get featured by Apple commercials. The chances of that are about as good as the chances of winning the lottery. For the rest of us, the long-term benefits are still to be determined.

So, should we not bother with apps? Not necessarily. There are certainly apps that make sense. For example, apps that are very specific to a mobile operating system, such as an app that helps you find your lost phone. Or apps that tap into device functionality in a way that a website can't — or cannot yet.

The promise of HTML5 is, of course, that apps and mobile websites will be indistinguishable. I understand HTML5 to be a set of (evolving) Web development tools that allow a Web developer to integrate app-like features into a website that is accessible to the regular visitor — assuming that he/she is using an up-to-date browser. "App-like" features include swiping, pinching, watching a video without the requirement of a plug-in like flash, etc.

Given that all tablets and smartphones have web browsers integrated, this means that you can build a website with app-like features, which then "feel" more like an app than a website but can be accessed by tablets and smartphones of all kinds (android, iOS, WebOS etc.) via the browser. This has huge advantages in terms of development and maintenance cost, but it also means that your app-like service can be linked to from the rest of the Web.

The caveat is that these HTML5 development tools are still in development and that there still are many functionalities that apps can provide but that cannot be replicated on the Web browser. And once the HTML5 Web development tools have caught up, the folks from Google or Apple might have evolved the "native" app code to do even more interesting things. It could be that HTML5 tools are going to play catch up for a long time to come.

Discussions about apps versus Web and about HTML5 should be taking place in every organization. But we need to be sure that we don't get caught up in these questions, while neglecting the big one: What useful content and service should we provide for our mobile customers?

When print publishers first started publishing on the Web, we based our work on the premise that users would simply want to read our magazine on their desktop. We've come a long way since then. We have learned that the (stationary) Web is about discoverability, news, research, and community. More generally, we have internalized the idea that different media fulfill different information needs. This equips us with the ability to think about our mobile services from a user's perspective first. What is it that our users want, versus what content do we already have, or even what our advertisers want. Let's have our customers' needs dictate what we build — and what we build dictate how we build it. Let's start with the customer and end with the technology — not the other way around. WU

one on one the interview

Michael DeHart
IDC's director of ConsumerScape360° and Consumer Primary Research is this week's columnist. Reach him at mdehart@idc.com.

Tech Evangelists comprise about a quarter of the PC buying market but purchase over 45% of the total number of Media Tablet unit purchases and drive nearly 60% of the revenue associated with Media Tablet sales.

Q What is ConsumerScape360°?

A ConsumerScape360° is a large-scale consumer electronics research endeavor spanning 24 countries that has been designed to provide a holistic market view of consumer technologies and technology service providers worldwide. This year we surveyed more than 45,000 digital consumers across the globe in terms of their device ownership, usage, brand preferences, as well as demographic and attitudinal data regarding technology consumption. We cover a wide range of topics ranging from device ownership, brand preferences, device feature usage trends, mobile connectivity trends, social media usage, etc. Due to the help of IDC colleagues worldwide, our practice also covers key metrics on nearly every major-to-midsize consumer-facing technology brand globally – more than 2,500 to date.

We also produce a series of reports throughout the year profiling numerous topics across device categories (for example, our most recent report details worldwide trends in PC brand preferences, PC purchase driver trends compared across regions, as well as consumer perceptions of PC brands), while also helping our clients meet unique data-driven needs on a continual basis. A core competency of our practice is the ability to leverage our massive database (hundreds of millions of consumer data points) to answer a wide variety of custom client needs as well, which include product feature development, global and regional marketing strategies, competitor analysis and global consumer market segmentation strategies, to name a few.

Q Are there any early findings from your study that apply to the future of the media tablet market?

A I tend to gravitate towards findings that blend significant quantitative analysis from multiple data sources to unearth unexpected market trends. To me, that's a key value proposition of what we do: the ability to draw upon disparate data sources to provide cohesive, strategic insights that often no competitors have the capabilities to provide. Having access to this wealth of data is a huge competitive advantage that we leverage heavily, and we've done so in the tablet space.

For example, we've recently been using ConsumerScape360° data in conjunction with our IDC Tracker data to draw some very important conclusions about revenue models based on consumer segmentation work. One such finding is that we've identified a key consumer market segment that we call "Tech Evangelists" who strongly drive recommendation-based purchase behavior amongst other consumer groups. In the U.S., Tech Evangelists comprise about a quarter of the PC buying market but are responsible for over 45% of the total number of tablet unit purchases and drive nearly 60% of the revenue associated with media tablet sales. Couple this with the fact that Tech Evangelists also heavily influence purchase behavior of other consumers and the importance of understanding this pivotal group emerges. We're then able to tell our clients how to target this key consumer segment from a marketing, product development (including tablet app usage), and pricing perspective.

Q What trends are you seeing across countries and regions in terms of consumer connectivity?

A I'm consistently amazed at how consumers use devices, particularly connected devices, in different parts of the world. For example, there is a common belief that consumers in mature markets such as the U.S., Japan, and most of Western Europe are the most tech-centric device users and use their devices in the most sophisticated ways. However, often quite the opposite actually occurs and what we find is that connected device usage has a direct inverse relationship with total connected device ownership.

Consider the global population of current smartphone users. What we're finding is that consumers in emerging markets such as China, Brazil, Mexico, India, and Turkey often are more engaged in mobile connectivity usage than their counterparts in Western European countries. This may seem counterintuitive, but it actually makes a lot of sense. Those of us in developed markets have the luxury to connect across multiple devices ranging from work PCs to home PCs to tablets, smartphones, etc. Compare this to the average smartphone user in an emerging market who may often have no access to connectivity enabling devices outside of the workplace, academia, or Internet cafes/WiFi hot spots. As smartphone users in emerging markets have less connectivity options, then the findings actually make perfect sense and underscore the growing global demand for connectivity.

Q How important is social networking and social media around the world?

A One area we research quite heavily is how consumers use devices and interact with media outlets. We've been trending a large number of Internet activities in terms of frequency of use for several years, and clear patterns are emerging.

continued on page 7

IDG India's ChannelWorld event draws a crowd

Annual invitation-only conference and awards program attracts top IT leaders

IDG India's ChannelWorld Premier 100 conference and awards program is held in a new location each year to keep the concept fresh, but one consistent aspect is its strong appeal to both vendors and attendees.

The third edition of the invitation-only event, held May 6 in Pune, a popular tourist and cultural center outside Mumbai, drew 85 of the 100 Channel World award winners. Some 26 sponsors, partners and supporting associations signed on for various facets of the program.

"This is the most powerful congregation of the leaders of India's channel community," said IDG India VP/Events **Rupesh Sreedharan**. "It presents vendors an unparalleled opportunity to grow their share of wallet by building mindshare and support from this extremely influential group of drivers of the IT business." The attendees were CEOs or senior managers from systems integrators, value-added resellers, distributors and resellers.

Their travel and hotel expenses were covered by IDG India. Sreedharan said that all the company's event sponsorships are modeled so that the events are profitable after factoring in the hospitality expenses. "Unfortunately in India the paid delegate model doesn't work, and in spite of efforts to change this, no one seems to have gotten the magic formula yet."

*IDG India Editor-in-chief **Vijay Ramachandran** (right) presents one of the ChannelWorld awards.*

Keynote speaker David Lim — a mountaineer, author and motivational speaker from Singapore — talked about the power of dreams and how one deals with opportunities or obstacles can significantly impact work and life. Thereafter, "Cloud Business" was the main theme of the conference, which featured several vendor presentations.

There was also a sponsored roundtable discussion, "Making Networks Mobile," that involved 12 of the delegates. In addition, there were two "Business on Demand" sessions, which were one-on-one meetings, arranged by IDG India, between attendees and vendors. "This format always gets high praise, since it makes a lot of business sense for these delegates to have an opportunity to interact and talk business with the heads of the vendor organizations," Sreedharan said.

*ChannelWorld Editor **Arun Kumar** and his staff selected the Premier 100 winners..*

The evening awards for the ChannelWorld Premier 100 winners recognized "dynamic performers" in the channel community. To select the winners, ChannelWorld Editor **Arun Kumar** and his staff review the lengthy online application that channel partners have to complete regarding the strategy or tactic they implemented and the business impact it had.

Each year, a group of Special Awards are given to select Premier 100 winners who have demonstrated extraordinary dedication and results in promoting a domain in which they specialize. Four categories of awards were given — one more than previous years — related to storage, datacenter, security and cloud champions. Five winners were selected in each category, and the awards were presented by the vendor that sponsored each award category. Special Award winners are selected by the ChannelWorld team based on additional data they receive from the nominees that are relevant to the specific categories. Vendor sponsors have no input into the selection process.

"Increasingly, sponsors see the merit in being associated with a special award category that establishes their leadership position within the space," Sreedharan said.

For more details go to http://premier100.channelworld.in/index.html or write to rupesh_sreedharan@idgindia.com.

WU

Sweden

continued from page 1

among others, magazine kiosks, convenience stores and supermarkets.

For the store manager competition, IDG Sweden chose the top 400 stores (out of 3,500 locations) in terms of magazine sales of any kind. Those managers received a letter explaining the contest, in which the 10 store managers that have the highest increase in sales of IDG magazines will receive a free weekend for two at a country inn. Included in the letter were suggestions to give the titles better exposure and to use the enclosed shelf tags (see photo p. 1) for each of the IDG titles to make the display more attractive.

The 10 store managers that have the highest increase in sales of IDG magazines will receive a free weekend for two at a country inn.

Newsstand sales for PC för Alla increased about 10% the month it included a booklet on getting started with Facebook.

IDG Sweden launched the contest for one month around the time of the Easter holiday in late April, traditionally a good time for magazine sales. The increase in sales was measured as a percentage increase compared with the previous month (March). Sales were measured automatically through IDG Sweden's distributor, so store managers didn't need to send in any reports.

At the same time, IDG Sweden offered the store managers a free subscription for a magazine (one of the eight) of their choice as a nudge to make them "pro IDG," Garvander said. While full results of the contest are not yet in, interest from the store managers has been high, he noted, with 100 of them taking the free subscription offer. About 60% of the targeted stores in the Stockholm area have used the shelf tags.

For the telemarketing promotion, IDG Sweden used a well-connected consultant who has personal relationships with many of the larger stores not currently carrying IDG magazines. In his calls to managers, he pointed out that the titles are selling well in other locations, and that their store is missing out on sales opportunities. He also mentioned that many of the titles have changed since the store last carried them, and other magazines are new and worth a try.

So far the telemarketing campaign has brought in 500 retailers. Every retailer that accepts one new magazine is counted as a new retailer. Garvander estimates the average sale is four copies per retailer, so on a yearly basis that represents 24,000 copies, with a revenue of about 1.3M SEK (US$214,000). The campaign began in January as a six-month trial period; a decision about continuing it will be made soon.

The company has also tested a free giveaway in PC för Alla, a booklet about Facebook basics and and security/privacy topics. Newsstand sales increased about 10%, and while there was an extra cost involved, there was some extra revenue as a result. Garvander hopes the giveaway attracted a number of new customers who will make repeat purchases. Similar trials may be done for future issues.

Write to stefan.garvander@.idg.se. WU

On the stage at InternetWeek

IDG Enterprise SVP. Chief Content Officer **John Gallant** moderated a panel discussion at an all-day conference, Tablet Revolution, organized by MediaPost, during last week's Internet Week in New York.

The panel, "Publishers Get Real About Next Screen Expectations," featured senior executives from The Daily, Zite, Gannett, Flixster and Weather Channel Interactive.

Among the comments, Christine Cook from The Daily and Matt Jones from Gannett said their organizations have noticed iPad usage patterns where there are spikes in usage the early morning, at night, and weekends indicating iPads are more of a personal use device today. Mark Johnson from Zite cautioned that HTML5 is built for the Web and not a tablet. And James Smith from Flixster cautioned publishers and marketers not to neglect smartphones in their excitement over tablets.

*(L-R) **John Gallant**, Sheila Buckley, SVP, Digital Ad Sales, Weather Channel Interactive; Christine Cook, SVP, Sales and Advertising, The Daily; Mark Johnson, CEO, Zite; Matt Jones, VP, Mobile Strategy and Operations, Gannett; James Smith, chief revenue officer, Flixster. Zite this year started producing a magazine for the iPad.*

noteworthy people

New employees

Jochums

Sales Manager, Custom Solutions **Jaime Jochums** comes to **IDC California** from CBS Interactive where she was partnerships manager with the Network Solutions team, managing four areas of digital advertising inventory monetization. She earned a B.A. in communications from Santa Clara (Calif.) University and enjoys travel, hiking, volleyball and cooking. *jjochums@idc.com*

Halstead

IDG Tech-Network has hired **Mark Halstead** as director of product development. He was previously director of business operations at MTV Networks and before that manager of NBC Universal's Tech Growth Center. He holds a B.A. in environmental science from Plattsburgh (N.Y.) State University and enjoys playing and coaching baseball and playing the guitar. *mark_halstead@idgtechnet.com*

Kwapil

New at **IDG Germany** is Junior Web Developer **Maximilian Kwapil**. He was previously a Web development intern with Limango and holds a computer sciences diploma from Munich's Ludwigs Maximilians University. He enjoys singing, playing the piano and table tennis. *mkwapil@idg.de*

IDG List Services has hired **Kim McDonald** as a sales associate. Previously a project coordinator with GE Transportation's Global Signaling group, she holds a B.A. in sociology with a concentration in human services from Framingham (Mass.) State University. "A huge fan" of the Boston Bruins hockey team, she spends her free time traveling or at the beach. She is also currently training for her first 10K race later this year. *kmcdonald@idglist.com*

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

Pete Longo, Ulla McGee win Top Innovator awards from Media Business

Peter Mayer, *account director, IDG TechNetwork (l) and* ***Mike Romoff,*** *general manager, IDG Syndication and Networks (r), with* ***Pete Longo*** *at the awards luncheon held at the Hilton New York.*

Pete Longo, CEO of IDG Syndication and Networks, and **Ulla McGee**, VP, mobile products, PCWorld | Macworld, were among 11 media executives recognized last week in Media Business' Top Innovators awards program. Launched in 2004, the Top Innovators awards spotlight B2B media executives who, in a rapidly changing business environment, are constantly creating new products and services to build their audiences and revenue.

Longo was one of three executives honored in the Online category; McGee was the only executive honored in the Production category.

Awards were given in six categories: CEO, publishing executive, online, events, audience development and production. The categories are divided into three divisions: large trade, small trade (less than $200 million in annual revenue) and general business. Only one winner was named in the events, audience development and production categories.

By the numbers

55 The percentage of growth in the worldwide smartphone market IDC is predicting for 2011. IDC expects vendors will ship 472 million smartphones in 2011, with sales nearly doubling to 982 million by the end of 2015. The booming smartphone market will grow more than four times faster than the overall mobile phone market this year, IDC said, as prices continue to fall and handsets become more user-friendly.

Observatorio

continued from page 1

Builders, Microstrategy and SAP — paid for the opportunity for their CEOs and senior managers to talk about the BI market, trends and new business prospects. (BI is a general term for software applications that enable CIOs and managers to analyze data and improve business processes.)

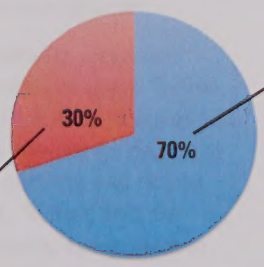
Five hundred copies of the inaugural 114-page issue have been printed; there is no online component to the project. The next three issues will be produced in July, October and January 2012.

The Observatorio program is an outgrowth of a ComputerWorld Spain print initiative last year that was sponsored by a major exhibition company and sold to marketing and sales managers at IT vendor companies.

Visit http://www.idg.es/computerworld/observatorio or write to mpastor@idg.es.

Question of the Week results

How concerned are you about the recent announcement from the World Health Organization suggesting that radiation from cell phones could be associated with an increase in brain cancer?



Log on to www.idgcentral.com to vote on this week's question:
What do you think of Facebook's new facial recognition technology?

Anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Debra Sobin *IDG*

31
Robin Robison *IDG*

28
Derek Hulitzky *IDG Enterprise*

23
Lottis Bergson *IDG Sweden*

21
Philippe de Marcillac *IDC*

19
Agnieszka Cybulska *IDG Poland*

17
Stephen Compton *PCWorld*

16
Amie White *IDC*
Tony Olvet *IDC Canada*
Froen de Jager *IDG Netherlands*

14
Walter Mehl *IDG Germany*
Alana Dros *IDG*

12
Paul Morrisette *IDC*

11
Susan Feldman *IDC*
Torun Bjurman *IDG Sweden*

10
Andreas Schmitz *IDG Germany*

8
Natalya Yehzhova *IDC*
Tanya Webber *IDC Singapore*

7
Heather Karki *IDC*
Robert Cerulle *IDC*
Magdalena Szczodronska *IDG Poland*

6
Monika Kumar *IDC*
Leah Barton *IDC*

5
Kathryn Marston *CXO Media*

4
Andrew Yang *GamePro*
Daniel Moran *Macworld*
Wiliam Patin *IDG Germany*

3
Mira Perry *IDC Canada*
Patty Bu *IDC Canada*
Rainer Bachmaier *IDG Germany*
Ridhi Sawhney *IDC India*
Brian Carlson *CXO Media*
Jessica Nilsson *IDG Sweden*

2
Robert Flick *PCWorld*
Patrick Miller *PCWorld*
Keila Fernandes dos Santos *Now!Digital Business (Brazil)*
Pedro Hagge *IDC Brazil*
Nina Barnes *CXO Media*

1
Elsa Wenzel *PCWorld*
Maria Elena Cisneros Martinez *IDG Spain*
Megan Dahlgren *IDC France*
Stefan Koppa *IDG Germany*

Any business unit wishing to have its employees' anniversary dates listed is invited to send the appropriate information to world_update@idg.com.

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to see a quick snapshot of what's happening at IDG business units around the world.

Any employee can send in a photo of just a little slice of life at the office, or it can be an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

IDG's 28th Annual Employee Photo Calendar Contest is under way!

Keep those cameras handy, think creatively, and you'll be ready for IDG's annual Employee Photo Calendar contest. Entries will be accepted through Sept. 16. The calendar, which is mailed to IDG offices worldwide, is your opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what you need to do:

- You may submit up to two color or black-and-white digital images on any subject. Digital images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone, fax number and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com.
- Entries must be received by Sept. 16, 2011.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in late September. More information about the online voting will be published in September. Online voting will take place during the weeks of Sept. 26 and Oct. 3.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Any questions may be directed to the World Update editors at world_update@idg.com. Good luck!

One on one

continued from page 3

We all know that social networking is a global phenomenon that continues to show strong continued growth. We've looked very specifically at usage of social networking and media via mobile platforms (tablets and smartphones) and found that of all Internet activities, social networking shows the largest year-over-year proportional growth and is particularly strong on mobile platforms. Digging deeper, we've looked at mobile social networking among smartphone users worldwide and have found that consumers in South Africa, Mexico, UAE, and other emerging markets are among the heaviest users of social networking via smartphones.

Our findings about mobile social networking usage are particularly compelling given recent events in Egypt, Tunisia, Libya and neighboring regions. If you look at both Egypt and Libya, the government shut down the Internet on day three of public protests, and you saw spray painting and rioting in part demanding access to Facebook, Twitter, and the Internet, among numerous other demands, everywhere in response. These events underscore that Internet access is no longer a "nice to have. "It's an expectation, and a growing one from a worldwide perspective. WU

celebrating 10!

Name
Susan E. Feldman

Home
Framingham, Mass.

Joined IDC
May 2000

Current title
Research VP, Search and Discovery Technologies. I am responsible for shaping and directing the Content Technologies Group, including the areas of Search, Text Analytics, Content Management and Digital Media Management. I do a fair amount of writing, speaking, business development, and program management. I support more than 20 clients in Search and Text Analytics, and track about 100 additional companies.

Most challenging part of your job
Trying to balance all of the pieces and still have a personal life.

Best part of your job
The clients. Hands down. They are without exception smart (even brilliant) and nice people who are passionate about their ideas and their businesses. I really love working with them.

Job perk
The brand name of IDC behind what I do.

Latest accomplishment
Writing a landmark document on unifying access to information. It was a long time coming, since I had to define a new area and work with the vendors to craft a definition that fit them all, then discuss the implications of this new information platform as clearly as possible. I posted the definition on Wikipedia as well.

Career highlight(s)
I founded and ran a company, Datasearch, for 20 years, growing it from nothing to gain an international reputation for research and writing on search and natural language processing. At IDC, I wrote a document called "The High Cost of Not Finding Information." It has become a perennial favorite, and I have updated it every couple of years because of the demand.

I joined IDC because
IDC was a client. I really had no interest in giving up my business. But Steve McClure convinced me to come for an interview and I was hooked. The truth was that I was tired of working by myself, couldn't recruit appropriate partners in Ithaca, N.Y., and was looking for smart, passionate, nice people to work with.

What's kept you at IDC for 10 years?
The clients, the industry recognition, the chance to influence events, and the excitement of new ideas.

*IDC's **Susan Feldman** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring her decade of service to the company.*

Best way someone could compliment you on your work
Just let me know. Awards are nice, but appreciation and encouragement and frequent acknowledgement of value are even better.

View from my work space
I've started working from home. My office is up in the trees, with a view of birds and squirrels. I love watching the weather rolling in, the sunsets and the snow.

Interests outside the office
Playing chamber music (I play the viola), hiking, snorkeling, gardening, snowshoeing, travel, reading, writing poetry, going to concerts and plays.

Family
I have two children who are grown up. My husband works for Cognex and is my best friend.

Most rewarding thing you've ever done
My husband and I have managed, somehow, to build a solid, close, supportive family and to raise two children to be great friends and good people. It was worth all the care, thinking and effort that we put into it.

Manager's profile
"Sue Feldman is an internationally recognized authority on enterprise search technologies who is valued by her clients as a strategic advisor. She sets a great example as a dedicated IDC analyst. I have learned much by collaborating with Sue on pioneering unified access research during her years at IDC."

— Henry Morris, IDC SVP, Worldwide Software and Services

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Arancha Asenjo *IDG Spain*
Michael DeHart *IDC*
Stefan Garvander *IDG Sweden*
Ulla McGee *PCWorld | Macworld*
Howard Sholkin *IDG Strategic Marketing Services*
Rupesh Sreedharan *IDG India*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

20 JUNE 2011
VOLUME 41, NUMBER 24

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Macworld's live webcast boost client's book sales

"As we sat in the green room, the representative from Wiley watched the books fly off the shelf at Amazon and was actually worried the inventory would sell out before the end of the event."

— D.W. Malouf, PCWorld | Macworld

Macworld's first live webcast had it all: a large, engaged audience whose enthusiasm for the topic led to significant book sales for the client and some significant revenue for Macworld.

Earlier this year book publisher Wiley was looking to promote its new book "Mac at Work" to a targeted audience. PCWorld | Macworld Account Director **David White**, who counts Wiley as one of his clients, contacted them with the idea of creating a Wiley/Macworld-sponsored live online Q&A done at the San Francisco studio of webcast and virtual events producer ON24.

The end result, an hour-long March webcast, featured the book's author David Sparks and Macworld VP and Editorial Director **Jason Snell**, who discussed the topics covered in the book and offered some tips and tricks on using a Mac in a business environment. It drew 3,166 registrants and 1,255 live viewers who averaged more than 53 minutes online and asked more than 500 questions through the site's question box and Twitter stream.

*Macworld VP and Editorial Director **Jason Snell** (right) selects questions from the audience for author David Sparks.*

"It was quite a success," noted **D.W. Malouf**, PCWorld | Macworld senior manager, Audience Development. "Jason and David did a wonderful job

continued on page 5

Inside this issue

PCWorld meets reader demand for fresh content seven days a week *page 2*

IDG's Ekapat Chareonlarp presents at IAB Innovation Days event *page 2*

One on one: Bob Carrigan, CEO, IDG Communications *page 3*

Network World's new Challenge Series delivers leads to vendors *page 4*

IDG's annual Employee Photo Calendar Contest is now accepting entries *page 7*

Celebrating 10: IDG China's Du Xin *page 8*

IDG Czech Republic launches SmartWorld.cz site

Site will cater to business users, consumers who use smartphones and tablets

Looking to gain first-mover advantage while keeping costs at a minimum, IDG Czech Republic launched a new website — SmartWorld.cz — that will focus on smartphone, tablet and mobile OS topics, with an emphasis on the Apple iOS and Google Android platforms.

"We had market signals that our main competitor was going to launch a similarly focused website, and we did not want to miss the opportunity here by entering such a lucrative market too late, so we had to act quickly," explained **Ousmane Keita**, online manager.

Czech Republic has approximately 1.8 million smartphone users, with Android phones beginning to catch up to market leader Nokia, and Apple iPhones accounting for about 300,000 users, Keita said.

The site was built in-house by Developer **Ales Langer**. In order to speed delivery of the new site relevant content is initially being syndicated from IDG Czech's existing sites. Keita said they are in the process of hiring a freelance editor for the site who will generate original content that will supplement the syndicated content. "Getting original content up on the site is a must since search engines consider all syndicated content as duplicate and ignore it in their search results," Keita said.

"We did not want to miss the opportunity here by entering such a lucrative market too late, so we had to act quickly."

— Ousmane Keita, online manager

continued on page 5

in brief newsworthy

WHAT'S WORKING

PCWorld meets reader demand for fresh content seven days a week

PCWorld readers don't stop reading on the weekends and now they don't have to.

Recently the staff conducted a test, posting additional original content — approximately 10 to 15 stories divided roughly equally during Saturday and Sunday — and readers responded.

"We had been posting approximately five new stories over the course of a weekend," noted Editorial Director/VP **Steve Fox**. "During the test, we saw anywhere from 50,000 to 150,000 extra page views per weekend. Interestingly, traffic to syndicated stories from the IDG News Service stories and sister publications dropped on weekends when more original PCWorld content was posted, Fox said. "Given a greater choice, our readers opted for the PCWorld stories."

*PCWorld Executive Editor **Tom Spring** headed up the effort to edit and post content during the test phase.*

During the test period, which ran for four weeks, PCWorld Executive Editor **Tom Spring** headed up the effort to edit and post the additional content, most of which came from freelancers, especially bloggers, who are already paid on a per-post basis, Fox said. "In order to induce the bloggers to participate, initially we bumped up our regular pay rate for posts created over the weekend," Fox said.

One unexpected result is that weekend stories tend to get more page views per story — sometimes 20% to 30% more — than similar weekday stories.

Given the success of the test, Fox said they've beefed up their effort and are now producing 20 to 25 new stories for weekend posting. (By way of comparison, PCWorld typically publishes 30 to 35 original stories on a weekday.) One unexpected result, Fox said, is that weekend stories tend to get more page views per story — sometimes 20% to 30% more — than similar weekday stories.

Staff reaction has been largely positive, Fox said. "Often stories we write during the week don't get the attention they deserve, mostly because they're crowded out by so many other articles on the site. It's hard to cut through the noise. So a thoughtful piece, posted over the weekend, has a better shot of standing out, which the editorial staff appreciates."

Fox said they try to provide weekend readers with a mix of commentary/opinion pieces, how-to's, news and reviews. "The mix is similar to weekdays," he said, "but with more opinion thrown in." Approximately 25% of it is written in advance by staffers during the week, and the rest comes from freelancers, "so we've had to bump up our manuscript budget a bit," Fox said.

For more information, contact Steve Fox at sfox@pcworld.com. WU

Fast facts

Every minute on the Internet:

- More than 168 million e-mails are sent.
- 695,000 status updates and 510,040 comments are published on Facebook.
- Google serves more that 694,445 search queries.

— Souce: Go-Globe.com; see more on IDG Central

Chareonlarp discusses future of online ads at IAB Innovation Days

***Ekapat Chareonlarp** addresses attendees at the sold-out Future of Display at the IAB Innovation Days conference.*

Ekapat Chareonlarp, director, Client Development and Tech Media Lab for the IDG TechNetwork, spoke at this month's sold-out Future of Display — IAB Innovation Days @ Internet Week conference in New York. During his presentation, All Grown Up: Display Comes of Age, Chareonlarp told the audience that brands and agencies must transition from web advertising that encourages people to click on a banner that takes them to another site and focus on creating ad units that engage the user without leaving the ad unit. He then demonstrated an ad unit in IDG Enterprise brands and the IDG TechNetwork that is actually a rich media nanosite that can incorporate video, blogs, polls and articles. Visitors can also download white papers without leaving the ad unit, and IDG can track consumption on behalf of the client. WU

14th Banking Vietnam in Hanoi focuses on banking services and infrastructure

The Governor of the State Bank of Vietnam, Nguyen Van Giau, was one of the featured speakers at the Banking Vietnam Conference and Exhibition, held May 25-26 in Hanoi. His office and IDG Vietnam co-organized the event, which drew 1,000 visitors and featured 35 exhibit booths and the presentation of 40 scientific reports. Expanding modern electronic communication channels such as ATMs, mobile banking and Internet banking was among the topics discussed.

one on one the interview

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

Q What were some of the highlights of this month's AllThingsD? Any key issues or themes everyone at IDG should pay attention to?

A The AllThingsD conference is held once a year to provide a forum for discussion about new opportunities in technology and media. I would need a lot more space in this column to give a full overview of the program, but the big focus this year was on transactional businesses, which drive most of their revenue from end users. It was inspiring to hear more about companies such as Netflix (streaming media), Zynga (social gaming) and Groupon (social commerce), all of which are relatively new companies driving tremendous revenue from end users. The message to me was that end users are willing to pay for services and content on the Web, particularly when these services are integrated with social media.

The other takeaway from the event is the increasing importance of social media in society in areas such as commerce, gaming, advertising, news distribution and citizen-led protests (for example: the role of Twitter in the "Arab Spring" uprisings).

Q What are some of the mobile projects within IDG that are the most cutting-edge in your view?

A Given IDG's "let's try it" culture, there is lots of mobile development and learning happening around IDG. For example, PCWorld and Macworld in the U.S. are rebuilding their mobile websites, rethinking how mobile users are using and navigating the information and including UI elements that are akin to native applications. Some of our business units are experimenting with using mobile devices to make our content location aware — opening the door for locally targeted advertising dollars. For example, Macworld's App Gems iPhone app allows you to get app recommendations based on where you are. PC Advisor in the U.K. has been thinking about the type of content that makes sense in a tablet app vs. the website and is reusing existing print content for the creation of interactive step-by-step tech guides on the iPad. Also, rather than charging for the app upfront (and thus risking low download rates), the app's initial download and some sample content is free, but then users pay to unlock additional tutorials (for more on PC Advisor's Tech Help app, see IDG World Update, May 23, 2011).

Also of note is IDG Netherland's attention to the visual aspect of tablet publishing. Rather than trying to re-create their website in an app, they have decided that an app allows for much more interesting visual display and have framed their news content with stunning photography from their Zoom photo library. On the advertising front, IDG Germany has been selling advertising campaigns that integrate our mobile and wired websites and apps with our print publications, using video and QR codes. Lastly, thinking "outside the app," some business units have monetized the new content platforms in different ways. For example, Macworld U.S. has successfully published several iBooks on the iTunes bookstore — some of them priced at regular book prices and others free — but with integrated sponsorship messages.

Q A lot of business units seem to be launching events. Do you see this as an increasingly important revenue stream for IDG?

A Absolutely! Events have been — and will continue to be — a hugely important line of business for IDG Communications. Marketers are expected to spend an increasing amount of their budgets on events in the coming years, so we should be aggressive in identifying potential event areas and charter sponsors. Ideally, we should launch our own branded expos or conferences, but new events could also be custom events, roundtables, partnerships with an association, or events that we produce for vendors in exchange for management/production fees.

Marketers are expected to spend an increasing amount of their budgets on events in the coming years, so we should be aggressive in identifying potential event areas and charter sponsors.

Q What can you tell us about the IAB's new B2B Media committee?

A It is estimated that somewhere between 10% and 18% of all online spend comes from B2B advertisers. If anything, this is understated because many below-the-line marketing activities, such as lead gen, are hard to measure. Given the importance of B2B in the online ecosystem, IAB has formed a committee to address issues of particular concern to B2B sellers of advertising and to provide a way for B2B companies to have a voice in areas such as ad standards, privacy matters and online measurement.

Q Has anyone at IDG found the secret to really monetizing video yet? What role do you see video playing at IDG's websites going forward?

A According to eMarketer, online video advertising will reach $2 billion in 2011 and double by 2013. Online video CPMs are generally very high due primarily to the scarcity of top-quality video impressions. This is the challenge (and opportunity) that we face at IDG: creating quality video that achieves enough scale to attract advertising.

continued on page 6

Network World's new Challenge Series gathers leads for vendors

Network World has introduced a multi-tiered online advertising program: a branded product line called the Network World Challenge Series. The concept enables up to six vendors to showcase their competitive advantage via white papers, presentations and podcast interviews that aim to educate readers about the technology at hand and why a given vendor's solution is best.

Up to six vendors can showcase their competitive advantage via whitepapers, presentations and podcast interviews on the Challenge Series solutions center.

The first one, the 802.11n Wi-Fi Challenge Series (http://solutioncenters.networkworld.com/wifi_challenge/), launched June 16 and features HP, Motorola, Cisco, Enterasys Networks, AirMagnet and Aruba Networks. The second program, the Data Center Switching Challenge Series, launches in the next few weeks and was also a sellout, featuring Alcatel Lucent, Avaya, Juniper, Blade Networks, Brocade and Arista. The cost of a sponsorship is around $20,000 per vendor.

Each challenge will have its own solutions center, or microsite, accessed via NetworkWorld.com and promoted through Network World online banners, newsletters, text links and e-mail outreach. Each sponsor will provide a three-page white paper explaining why their solution is the best in the market, another white paper or presentation document providing product-specific details, and participate in a 25-minute podcast. The podcast, which features two vendors in a panel discussion — thus three podcasts per challenge series — helps readers understand the technology, its issues and how to approach and solve them. Readers can download the podcasts and transcripts of the discussion.

Each sponsor is guaranteed 300 shared leads for each challenge series, which remain live online until the requisite number of leads are delivered.

Robin Layland, a consultant based in Connecticut who produces and hosts the podcasts and selects the vendor pairings, is working with Network World as a project manager. He also creates a PDF that summarizes the vendors and their solutions. Well-known in the networking industry, Layland had previously worked on a similar series with another company before approaching Network World to be the media partner. For the Wi-Fi program, Layland is collaborating with tech analyst Joanie Wexler, a former IDG writer who is well-known in the wireless industry.

"Robin views Network World as a strong brand in the market, and we're very pleased to be leveraging his contacts and expertise to roll out a new product series for online visitors and advertisers," said NWW National Director of Digital Sales **Elisa Della Rocco**.

"The Challenge model is unique in that vendors are competing head-to-head, yet Robin has structured the offering so that vendors are comfortable providing their own angle without worrying about the other vendor responses," said Network World VP/Publisher **Andrea D'Amato**, who worked with Layland to get him on board. "Network World's audience is particularly keen on vendor product comparisons, and we believe the Challenge Series will fulfill this audience need in a new way, with advertiser support."

Danielle Thorne, director, online account services, IDGE, coordinated and produced the solutions center site, and her team will oversee the lead delivery for all of the clients.

The Network World team is exploring additional topics to extend the program opportunity to a wider range of vendors.

Write to edellarocco@nww.com. WU

CIO Mexico honors top 100 CIOs at sixth annual awards event

Held June 9 in Mexico City, the CIO 100 is one of the most important events for the countyr's IT community, Read more about it on IDG Central.

Macworld

continued from page 1

of interacting with each other and the audience in a very smooth and controlled way. Jason also sifted through hundreds of audience-submitted questions to pick out the gems — while on the air. The live audience interaction was a big selling point for Wiley."

Wiley paid Macworld US$35,000 to produce and promote the event. "We guaranteed them an audience of 1,000 people, which is a lot for a live event, and we ended up with just over 1,250 attendees," Malouf said. He added that this was not only a revenue opportunity for Macworld, "but it also created a real benefit for the Macworld community by giving them access to such useful and relevant content and providing an opportunity to send questions to Mac experts like Jason and David."

According to Malouf, promotion for the event included e-mails sent to Macworld's registered-member database, ads on Macworld.com and Macworld's Facebook page, as well as a Twitter campaign that used a #macatwork hashtag. A Twitter widget was presented within the ON24 console of the webcast so viewers could follow tweets about the event or post their own. Nearly 200 tweets were posted by the audience with the hashtag during the webcast.

The console also offered links to buy the Mac at Work book from Amazon. "As we sat in the green room, the representative from Wiley watched the books fly off the shelf at Amazon and was actually worried the inventory would sell out before the end of the event," Malouf said. "They were thrilled with

IDG WORLD UPDATE

***David White**, PCWorld | Macworld account director (left) and **D.W. Malouf**, PCWorld | Macworld senior manager, Audience Development, were key players behind Macworld's first live webcast.*

the sales driven from the event. It was the perfect mix of content, platform, audience and advertising, and all sides came out very happy with the end result."

Malouf said Wiley had other Mac-specific titles that could be promoted through live webcasts, including one on using the iPad in the workplace. "We're also looking at producing a series of editorial video webcasts on topics selected by Jason and the Macworld team," Malouf said. "Our advertising partners could sponsor them or even participate in some cases. These types of events lend themselves nicely to lead-generation campaigns since registration is required to attend."

The webcast has been archived at http://tinyurl.com/6awdqhm; click on the red Flash logo to view it.

Contact D.W. Malouf at dmalouf@pcworld.com. WU

SmartWorld.cz

continued from page 1

SmartWorld.cz will target both business users and consumers in clearly marked sections of the site.

During the site's first 10 days after launch, it had 6,000 visits, 17,000 page views and 5,000 unique visitors. "These numbers were achieved with no support from search engines because all the content is syndicated at the moment," Keita said. The site was marketed to readers via the company's other websites in both banner ads and articles, in newsletters, with e-mail and on Google News. And, as with all of IDG Czech Republic's sites, SmartWorld.cz is optimized for mobile devices.

IDG Czech's other sites include Computerworld.cz, CIO.cz, CFOworld.cz, PCworld.cz, SecurityWorld.cz, ChannelWorld.cz, ScienceWorld.cz and HDworld.cz.

Contact Ousmane Keita at ousmane_keita@idg.cz. WU

SmartWorld garnered 17,000 page views in its first 10 days.

noteworthy people

New employees

Pelzl

Lutz Pelzl joins **IDG World Expo Germany** as managing partner for Finance Forum Germany. He was previously managing partner with Community Building Co. AG in Switzerland. He has studied marketing at the Deutsche Sparkassenakademie in Bonn and enjoys tennis, motorcycling and skiing. *lpelzl@idgworldexpo.de*

PETER SHORT
Geary

IDC Framingham has hired **Stephanie Geary** as an inquiry analyst, Content Approvals. Previously an editor at The Walpole (Mass.) Times, she holds a B.A. in English from Hofstra University in Hempstead, N.Y., and enjoys writing. *sgeary@idc.com*

Kill

New at **IDG Magazine Media** in Munich, Germany, is Key Account Manager **Heiko Kill**. He was previously senior key account manager for Germany, Switzerland, Austria and Eastern Europe with Premiere GLobal Services and holds a B.A. in business from London's European Business School. In his free time he enjoys tennis, working out, soccer and travel. *hkill@idgmagazine.de*

LYNN HOLMLUND
Murphy

Previously a freelance writer and editor, **Karyn Murphy** joins **IDG Enterprise**'s Custom Solutions Group as managing editor. She holds a degree in business with concentrations in journalism and computer science from St. Bonaventure (N.Y.) University and enjoys horseback riding and hiking. *kmurphy@idgenterprise.com*

Clausen

Robin Clausen joins **IDG Enterprise**'s Events group as project manager, Custom Events. She was previously show manager with M|C Communications. A graduate of Merrimack College in North Andover, Mass., she holds a B.A. in English and enjoys reading, camping, travel and spending time with her two young children. *rclausen@idgenterprise.com*

IDG WORLD UPDATE
Russo

PCWorld | Macworld has hired **Lauren Russo** as a project manager, a title she also held with her previous employer Wells Fargo's Internet Services Group. She earned a B.A. from San Jose (Calif.) State University and enjoys yoga, reading and volunteering in her free time. *lrusso@pcworld.com*

Check your My Profile page

Click on the My Profile link on the home page of IDG's intranet, IDG Central (www.idgcentral.com) and take a look at several customization choices. You can change the password you currently have for IDG Central, add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

To change your auto-generated IDG Central password, click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts.

One on one

continued from page 3

It all starts with the right content to engage our respective audiences. Many of our sites produce their own videos, and the IDG News Service produces a lot of quality video as well. Incorporating video into the right video player and making the content part of the editorial package throughout your sites will make it accessible to your readers and help drive viewership.

Having the right package for advertisers is also key. Above-the-fold positioning and a companion ad are the most popular placements and help to drive performance for advertising. The IAB has published guidelines for the optimal use of video to drive advertising.

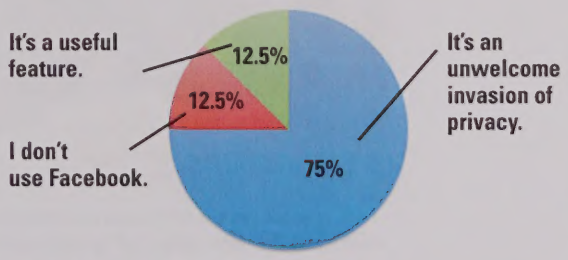
Many of our largest technology advertisers are now using video, and it is one of the fastest growing segments on the Web. Make sure your sales teams understand video and how it works and that they are promoting our video capabilities in the field.

Q Can you give us any sort of sneak preview of the upcoming Global Product Line meeting scheduled for October in Copenhagen?

A The Planning Committee for the GPL has been hard at work getting ready for the upcoming meeting Oct. 16-19. Similar to last year's format, the meeting will be full of useful workshops to help you grow your audience and revenue in areas such as mobile, events, custom publishing and video. We'll share some new reader and advertiser research. And, of course, we'll have plenty of time for fun and networking with our colleagues. I would love to see a strong showing from IDGers around the world for this very special, once-a-year event. WU

Question of the Week results

What do you think of Facebook's new facial recognition capability?



Log on to www.idgcentral.com to vote on this week's question:
Do you have a QR app on your smartphone?

Do you have an idea for the Question of the Week, a story idea for World Update, or someone you'd like to see interviewed on page 3? Write to world_update@idg.com.

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Ken Hoyt *IDC*

23
Andrew Sambrook
IDG List Services

16
Simon Jary *IDG U.K.*

13
Lance Castonguay
IDG Corporate Services
Bob Rawson *IDG Enterprise*

12
Diana Turco *IDG Enterprise*
Lijun Lin *IDG Enterprise*
Joanne Tilson
IDG Global Solutions

11
Eri Meyer *IDC*
Christopher Chute *IDC*
Valerie Soh *IDC Singapore*

9
Marcus Wilkinson
Macworld U.K.
Soon Yul Chang *IDC Korea*

8
Aaron Jones *PCWorld*

7
Robert Fleming *IDC*
Donna Burch *IDC Canada*

6
Nicola Morrison *Macworld U.K.*
Ae-Lee Kim *IDC Korea*

5
Angelique Evans
PCWorld Central Services
Shaun Callaghan
IDG Enterprise
Mikael Norberg *IDG Sweden*

4
Christopher Parisi *GamePro*
Benjamin Woo *IDC*
Tomas Watz *IDG Sweden*
Donna Geary
IDG Global Solutions U.K.

3
Paul Calvo *IDC*

2
Eran Butts *IDG Enterprise*
Trever Cumming *IDG Enterprise*

1
Edward Greenwald
PCWorld Central Services
Kathryn Magilligan *IDC*
Caue Fernandez
Now!Digital Business (Brazil)
Willliam Marchiori
Now!Digital Business (Brazil)
David Spindler
IT World Canada
Ada Song *IDC China*
Amy Cheah *IDC Malaysia*
Divyaprabh Badrinarayana
IDC Center for Consultancy & Research (India)
Ayan Dey
IDC Center for Consultancy & Research (India)
Tom Beedy *CXO Media*
Katherine Davis *IDG Enterprise*
Matthew Mikaelian
IDG Global Solutions

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Caption contest ends June 22

Click on the cartoon at right on the home page of IDG Central, and add your caption in the comments section. A random drawing for an IDG T-shirt will be held among all entrants.

IDG's 28th Annual Employee Photo Calendar Contest is under way!

Keep those cameras handy, think creatively, and you'll be ready for IDG's annual Employee Photo Calendar contest. Entries will be accepted through Sept. 16. The calendar, which is mailed to IDG offices worldwide, is your opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what you need to do:

- You may submit up to two color or black-and-white digital images on any subject. Digital images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone, fax number and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com.
- Entries must be received by Sept. 16, 2011.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in late September. More information about the online voting will be published in September. Online voting will take place during the weeks of Sept. 26 and Oct. 3.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Any questions may be directed to the World Update editors at world_update@idg.com. Good luck!

Let them eat cake!

IDG Netherlands sent Jobworld sponsors a cake on the morning the site launched so their team could enjoy it during their coffee break. IDG Netherlands B2B Sales Manager ***Liam Baker*** *(right) joins his clients at sponsor Neomax.*

IDG Netherlands' new recruitment advertising site, Jobworld (www.jobworld.nl), is off to a good start, with more than 100 postings in the first few days and several sponsors. The length of the sponsorships vary for each client, starting from 60 days up to a year. Read more about Jobworld on IDG Central.

celebrating 10!

Name
Du Xin

Home
Beijing

Joined IDG
September 1999

Career path since joining IDG
September 1999 to September 2005, Staff, Circulation Department, Electronic Products China (EPC); October 2005 to August 2008, Deputy Director, Circulation Department, EPC; September 2008 to present, Deputy Director, Circulation and Data departments, EPC and 21ic.

Current title
Deputy Director, Circulation and Data Department, EPC and 21ic. I am in charge of managing subscriber data for EPC and 21ic.

What's kept you at IDG for 10 years?
I like my job very much.

Best way someone could compliment you on your work?
Let me know that they feel that they can always count on me.

Of what accomplishment at work are you most proud?
My colleagues and I worked together to ensure that we reached our target for participants in the Power Technology Conference held by Electronic Products China.

What talent do you wish you had
Data programming so I could customize our database.

Favorite way to work off stress
Listening to music.

What's your favorite thing on your desk?
My son's photos.

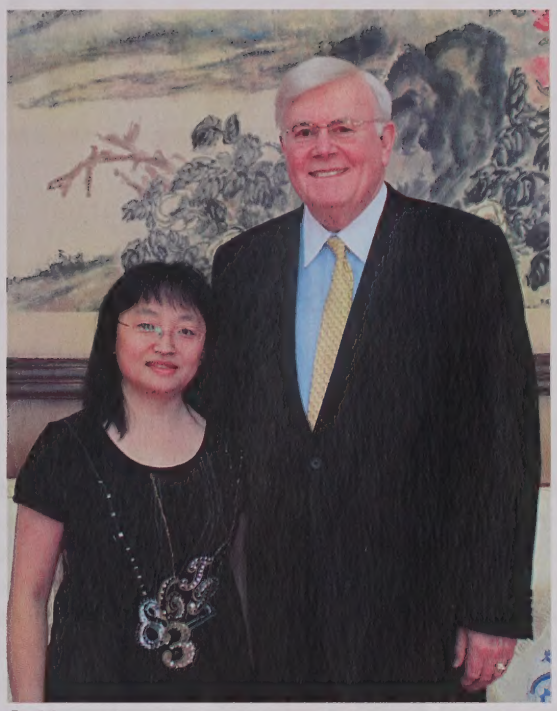
Interests outside the office
Swimming

Family
My husband Yu Wanrui and my six-year-old son Yu Xinran.

What did you want to become when you were a child?
I wanted to serve in the military.

If you won the lottery tomorrow, you would
I would donate part of it to help kids going to school in poverty-stricken areas and help those who are suffering from incurable diseases.

One possession you'd grab if your house were on fire?
Photos of my family.



Du Xin *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating her 10 years of service to the company.*

Favorite vacation spot
Hawaii

Retirement dreams?
Traveling around the world with my husband.

Manager's profile
"Du Xin has been honored as the Staff Member of the Year many times. She is always willing to help others and our colleagues all trust her. She works very hard and is steady and sure. Thanks to her efforts, the participants of our Power Technology Conference are increasing year by year, ranking No.1 in the field."

— Daphne Liu, vice president of IDG China, publisher of Electronic Products China and president of 21ic.com

I scream, you scream...

...we all scream for ice cream. IDG employees in San Francisco took the bait when IDG Central Services offered up ice cream — and information on better recycling and composting ideas around the office.

and finally...

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Bob Carrigan *IDG*
Ricard Castro *Ediworld*
Elisa Della Rocco *IDG Enterprise*
Steve Fox *PCWorld*
Ousmane Keita *IDG Czech Republic*
D.W. Malouf *Macworld*
Anh Pham *IDG Vietnam*
Karen Ren *IDG China*
Howard Sholkin *IDG Strategic Marketing Services*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

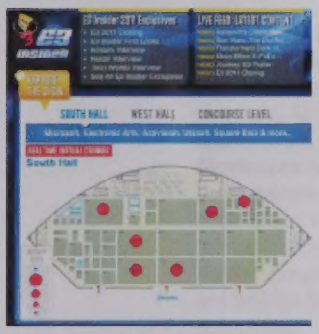
IDG World Update

27 JUNE 2011
VOLUME 41, NUMBER 25

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

World Expo-produced E3 exceeds gaming industry expectations



An interactive show floor map was an innovative tool on www.e3insider.com, which was built by GamePro staff. A real-time Web communication platform displayed a 'heat map' identifying where virtual 'crowds' were gathering. Using the heat map, site visitors could follow the hot stories and games at the event. Both during and after the event, exhibitors had access to site analytics that gauged consumer interest in their activities at E3.

The annual Electronic Entertainment Expo (E3) continues to be the gaming industry's must-attend event. Held June 7-9, E3 drew 46,800 qualified industry members in attendance, exceeding the 2010 event's total. The three-day trade show at the Los Angeles Convention Center featured more than 200 gaming exhibitors offering the latest in interactive entertainment for computers, video game consoles, handheld systems and the Internet, all expected to be available for this year's holiday season. The trade show is owned by the Entertainment Software Association (ESA), the association that represents U.S. computer and video game publishers, and has been produced by IDG World Expo since 2009.

Closed to the general public, E3 draws hardware manufacturers, software publishers, buyers and retailers, venture capitalists, financial and industry analysts and worldwide electronic and print media. International attendees came from 106 countries, up from 90 in 2010.

This year's show had more than 120 retail companies from 18 countries participating in World Expo's E3 VIP Buyers Program, "an exclusive experience for key retailers with decision making and buying power responsibility," said **Madeline Kruzel**, IDG World Expo VP/general manager. She added that "all the major U.S. interactive entertainment buyers" participated in the Buyers Program, including Best Buy, Wal-Mart, Target, Costco, GameStop and Toys R Us. Among the program's benefits were a dedicated lounge available so clients could plan their show activities, check e-mails, access business and concierge services, meet with colleagues and enjoy a meal.

Major sponsors included G4, Ford Motor Co., NOS Energy Drink, Target, Microsoft Corp., Electronic Arts, On Live, THQ and Bethesda Softworks, among others. E3 show sponsors enjoyed visibility though stairway graphics, banners, lobby concerts, attendee lounges and promotional giveaways.

"Each sponsor works with our Event Marketing team to create the custom sponsorships that best meet their branding needs and offers them new ways to

continued on page 4

Inside this issue

IDC holds second IT Forum in Saudi Arabia *page 2*

IDG Korea launches CIO, ITWorld web sites *page 2*

One on one: IDG Chairman Pat McGovern *page 3*

IDG Spain iBits app designed as platform for future apps *page 5*

Celebrating 10: IDC's Lauren Fitzgerald *page 8*

Jobworld site fulfills needs of Dutch IT job seekers

IDG Netherlands identified a market need — for a recruitment advertising site — and created a product to supply that need: Jobworld (www.jobworld.nl), which launched last month. Early use indicates the company made the right move. In its first two weeks the site garnered more than 10,000 visitors, according to **Gabriella Meijnckens**, IDG Netherlands manager, B2B Marketing and Events.

"Revenue diversification is very important," Meijnckens said. "Adding Jobworld to our portfolio gives us access to a new multi-million-dollar market that is likely to grow for the next couple of years. There is a need for recruitment advertising sites. According to a survey we did among IT professionals, 60% were searching for a new job, and the current options for finding one were not sufficient to meet their needs."

Clients can place openings for positions in any of Jobworld's five broad IT categories, which include Management and Consulting Jobs, Infrastructure Jobs, ICT Specialist Jobs, Developers and Programmers and Other Featured Jobs. The postings are promoted not only on Jobworld but also across several other IDG Netherlands sites, including Webwereld, Computerworld, Computer!Totaal, GameZ, Zoom.nl, Macworld and Digital Life. "This reach across different target audiences creates a huge recruitment platform for clients," Meijnckens said.

Meijnckens also said that individuals looking for employment can post their resumes on the site. "We are planning to add a matching tool as well in order to match resumes with job positions," she said.

continued on page 5

in brief newsworthy

IDC joins with Saudi telecom regulator to produce IT Forum in Riyadh

Earlier this month IDC held its second IT Forum in cooperation with Saudi Arabia's ICT regulator, the Communications and Information Technology Commission (CITC).

The day-long conference in Riyadh, "Towards a Mature Internet Ecosystem in Saudi Arabia," coincided with the publication of the second annual IDC report on that topic. As one of the featured speakers, IDC Asia/Pacific's **Claus Mortensen** outlined current developments and possible future directions of the Internet economy from an international perspective. He also discussed best practices and policies for building Internet ecosystems.

The conference drew more than 430 attendees, which included executives from the Saudi IT sector including global and local ICT vendors and suppliers, ICT regulatory authorities, business leaders, educators and ICT user organizations.

*IDC staff involved with the IT Forum included (from left): **Gaurav Sabharwal**, business development manager, GMS, IDC Middle East, Africa and Turkey; **Mark Walker**, director, Vertical Industry Practice, IDC; **Sughand Tolani**, conference project manager, IDC MEA; **Ronita Bhattacharjee**, associate VP/Conferences, IDC MEA; **Romela Rodrigo**, conference assistant, IDC MEA; **Dhiraj Daryani**, research manager, Software & Enterprise Solutions, IDC MEA; **Shabana Mahadiwala**, conference director/Middle East, IDC MEA; and **Claus Mortensen**, principal, ETAS/Digital Marketplace & New Media, IDC Asia/Pacific.*

The CITC, which commissioned the report and sponsored the free admission event, aims to encourage public interest and awareness in key IT sector issues.

IDC has been in the process of registering an office in Saudi Arabia and expects to have final approval within the next few weeks. Country Manager **Abdulaziz Al-Helayyil** has been taking care of local operations since last November.

*Go to www.itforum.sa or write to MEA Region Project Manager **Deepa Ahuja** at dahuja@idc.com. More details with this article on IDG Central.* WU

IDG Korea creates user-friendly sites for CIOs and other IT professionals

IDG Korea launched two online brands last month, CIO Korea and ITWorld, in what it hopes to be the first step in expanding into other product lines.

Before the launches, IDG Korea had included all its tech content on one site, www.idg.co.kr, essentially using the IDG Korea corporate name as a product name as well. When the business unit took over the CIO brand from a former IDG licensee early this year, it began planning how to establish specific brands in the market under the IDG umbrella.

According to IDG Korea Managing Director **Katherine Park**, the former CIO licensee had focused on its print publication and vendor-driven seminars, with little attention to updating the website and defining online services. IDG Korea has introduced CIO as an online-only product, www.ciokr.com, led by Editor-in-chief **Brian Cheon** and Editor **Jenny Park**. Currently 40% of the editorial is local, 60% from IDG sources worldwide.

Currently 40% of CIO Korea's editorial is local, 60% from IDG sources worldwide.

In addition to the IDG content, "we also aim to include user-generated content from leading Korean IT executives," Park said, as well as benchmarking tools that help users compare their organizations and job responsibilities with peers in other companies.

Park sees the next few months as a period of development and enhancement, improving services for both marketers and readers by creating an interactive community.

ITWorld, (www.itworld.co.kr), targets IT professionals and other individuals interested in technology. Editor-in-chief **Jay Park** and Editor **Hyuna Kim** manage the site, which is modeled after the Computerworld brand. Since the Computerworld name was registered by a competitor back in 1985, IDG Korea needed to use another brand name. ITWorld provides global IT news and trends, local information and in-depth reports, as well as vendors' white papers.

"We focused on making both sites user-friendly, so it's easy for users to navigate and post comments, and we've incorporated social media elements like real-time Twitter feeds," Katherine Park said.

CIO has two direct competitors: Bizit by C media company and CIObiz+ by Electronic Times. ITWorld's major competitors include ETNews, ZDNet, inews24, Digital Times and Digital Daily. By the end of FY11, IDG Korea estimates monthly page views will average 150,000 for CIO and 650,000 for ITWorld.

The IDG Korea team plans to invite key marketers and agencies to its Digital Marketing Conference on July 7, where there will be a separate meeting to update them on the company's brands and services. Since both sites launched as beta versions, a strong push for advertisers will begin at the end of June.

Established in 2005, IDG Korea has 17 employees and is based in Seoul.

Write to katherine_park@idg.co.kr. WU

one on one the interview

Pat McGovern
The founder and chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.

"The key to the longevity of IDG's media brands is that their editors are constantly in touch with their target reader groups via readership surveys and personal interviews."

Q How did IDG's revenue and operating profit in the first half of FY11 compare to the company's results one year ago?

A Because of the skill, extra effort, and dedication of IDG's team members worldwide in making high-quality products and services and providing excellent support to our customers, IDG had a very good first half compared to the prior fiscal year.

Revenue was 7% over last year and operating profit was 88% over last year. Congratulations to the following companies on coming in ahead of plan in operating profit for the first half of FY11: CIO Executive Council, Computerworld, CXO Media, IDC, Macworld, PC World, IDG Connect, IDG List Services, IDG Research, IDG Denmark, IDG Germany Business, IDG India, IDG International Publishing Services, IDG Korea, IDG Netherlands, IDG Norway, IDG Sweden, IDG Switzerland, IDG U.K., IGS EMEA, and IGS U.S.

Q A number of IDG media brands are celebrating significant milestones this year (Network World just celebrated 25 years, and Computerworld Spain is celebrating 30 years, for example). To what do you attribute the longevity of IDG's media brands?

A The key to the longevity of IDG's media brands is that their editors are constantly in touch with their target reader groups via readership surveys and personal interviews. These editors ask their target audience whether their information service has the highest quality and is the most useful of all the other brands in the same market. They also ask what other media brands the reader reads and how they rate these brands for quality and usefulness. Our goal is to have each of our brands be rated No. 1 as the most informative and trusted information service for the target reader. The feedback we receive from our readership surveys helps to adjust our content, frequency and format to ensure that we remain No. 1 in rating for quality and usefulness for our target readers in spite of technology application changes.

Q We read about the possibility of a new tech bubble occurring among Silicon Valley-based venture capital-backed companies. Do you think there is such a tech bubble in the making?

A In my experience, there is a 15-year cycle between the bursting of the last tech bubble and the bursting of the next one. Since IDG started in 1964, there have been three tech bubbles, a computer terminal/mini-computer bubble that burst in 1970, a PC-based bubble that burst in early '85, and the Internet bubble that burst in 2000. Based on this frequency, we should expect the next bubble to now be in the building stage with a collapse of the bubble occurring in early 2015.

The sign the bubble is building is when enterprise valuations of VC-backed technology companies begin to rise well above the range of traditional corporate multiples of sales and profits. We've seen some recent rounds of financing and, in some cases, IPOs, for companies whose valuations were 50 to 75 times sales, well above the typical range of 3 to 5 times sales. So, we're currently experiencing a ramp-up in tech company valuations, particularly in the social media, electronic commerce and the coupon-based sales promotion business that are typical of the start of a valuation bubble. If tradition holds, this current bubble will burst in late 2014 or early 2015.

Q How are the various IDG Ventures groups doing these days?

A We just held our Global General Partners' meeting of the IDG Ventures Funds in San Francisco. Each of the Funds is reporting very favorable progress in identifying attractive new investment opportunities, closing investments and serving on the Boards of investee companies to help accelerate their growth in sales and profits. Our goal is to exit these investments in five to eight years and achieve a return on capital investment of at least 2.5 times the money invested during that time. It appears that all of our IDG Ventures Funds will be able to achieve or exceed that goal. IDG Ventures Funds in India, Vietnam, Korea, and San Francisco focus on investing in early-stage companies. In China over the past 18 years, IDG Ventures China has expanded into growth capital where they invest between $2 million to $20 million per investment and later stage capital where they invest $20 million to $50 million per investment. Our management team there, now called IDG Capital Partners, continues to have excellent success in all these investment categories.

Q We understand that you and your wife have begun to expand the McGovern Institute for Brain Research at MIT into other countries; the newest one is at Tsinghua University in China. Can you share some information on this new McGovern Institute and what further expansion may occur in the years ahead?

A My wife and I recently gave start-up funding to

continued on page 6

Fun facts from E3 Expo 2011

More than 35,000 video monitors were in use.

The show installed nearly five miles of carpet throughout the Los Angeles Convention Center.

There were enough World Expo-produced graphics, such as banners and signs, to cover seven basketball courts.

It took more than six months to design, build and test the E3 network environment.

E3 hosted 20,000 to 30,000 wireless connections during the show.

— Source: Carolyn Rauch

Content is king for GamePro.com

Between June 3 and 11, GamePro.com posted:

152 videos

1,351 screenshots

99 news stories (113 total pages)

Posted at E3Insider.com were:

179 news items

30 Exclusive E3 Insider videos with ESA members and exhibitors

Five press conference videos

142 trailers and GamePlay videos

E3

continued from page 1

engage customers, create a presence, gain media exposure and stand out." said SVP/Strategic Communications and Event Development **Carolyn Rauch**.

According to Rauch, "thousands of members of the media from around the globe" attended E3. Among them was, of course, nearly the entire staff of IDG's GamePro Media, which not only reported on the show but built two E3 websites and published — and sold — the event's newspaper, E3 Show Daily.

"GamePro Media has enjoyed a wonderful working relationship with IDG World Expo," said GamePro Media President **Marci Yamaguchi Hughes**. "We've been honored to build the E3Expo.com (www.e3expo.com) site for each of the last three years. We've also been delighted to produce and sell the E3 Show Daily for the same time period."

This year, she said the Daily introduced a bolder design, "thanks to Art Director **Karen Chu** and her team, and PCWorld | Macworld Production Director **Nancy Jonathans** played an integral role in its production."

The GamePro team also introduced E3Insider.com (www.e3insider.com) a week before the show opened. The ESA-owned URL had been largely unused since 2006, and the GamePro staff, with guidance from Kruzel and IDG World Expo CEO **Mary Dolaher**, created "the official virtual gateway to E3" for the millions of gamers who could not attend the show but were still eager to see the latest from the show floor. The site is available on both Web and mobile browsers.

E3Insider.com offered behind-the-scenes looks at

*GamePro staff at E3 included (l-r): **Olivia Hubert**, editorial intern; **Ray Barnholt**, associate editor; and **Kat Bailey**, associate editor.*

E3, a real-time news feed, streaming coverage of press conferences, in-depth interviews with gaming luminaries (GamePro had a video production crew of 12 at the show) and downloadable photos and screenshots. Every E3 exhibitor was represented on E3 Insider through a virtual booth that included the company's latest announcements, screenshots, game trailers and exclusive show floor video interviews. Site visitors could rate their interest in company announcements through polls and real-time social data that revealed the most-viewed and most-anticipated games at E3.

Yamaguchi Hughes called E3 "the biggest opportunity of the year to get in front of our advertisers. Thanks to IDG World Expo, we had great branding, with a huge banner greeting attendees in the West Hall, and we're featured as one of the main E3 sponsors."

GamePro editors were also showcased on video screens at the entry points of the West and South Halls with footage of them talking about the games they're most excited about at E3. GamePro staff distributed the latest issue during the show.

GamePro editors also found time to rate the show's games. Nominees were presented with plaques on the first day of the show, and the winners were announced the next day.

A complete list of winners can be found at http://tinyurl.com/63bowz3. GamePro editors' list of the year's biggest industry trends go to http://tinyurl.com/638lsfg.

Also at E3 2011 were staffers from GamePro Germany and IDG News Service Multimedia Correspondent **Nick Barber**. His E3 video report can be found at http://tinyurl.com/64nvnph.

The next E3 will be held June 5-7, 2012 in Los Angeles. Write to crauch@idgworldexpo.com or marci@gamepro.com. WU

*The World Expo E3 team (contractors names not bold): Frontt, l-r): Casey Cowen; Registration Manager **Maureen McNeil**, CEO **Mary Dolaher**; Senior Manager, Registration and Housing **Stephen Galeotalanza**; SVP, Finance and Administration **Donna Moschella**; VP/E3 GM **Madeline Kruzel**; Director, Exhibitor Relations/Client Services **Suzanne Levecque**; Marketing Manager **Jacklyn Mellen**; Marketing Specialist **Kristin Dacey**; Senior Operations Manager **Mariella Ley**; Executive Assistant **Leanne Rabitor**; SVP, Strategic Communications and Event Development **Carolyn Rauch**; and Caraisa Malunum. Back row: Dave Bishop, Sales Manager **Giovanni Stein**; John Roberts, Senior Operations Manager **Alida Roberts**; Julia Smith; Director, Sponsorship Sales **Shanna Cito**; Manager, Sponsorship Operations **Nan Funsch**; Sponsorship Sales Manager **Ellen Moorehead**; Sales Director **Ron Moreau**; VP, Marketing **Melissa Messier**; Senior Operations Manager **Bryan Rusciano**; Operations Coordinator **Mikell Lang**; Rasheed Rasshan and Dylan Eddleman.*

App-creation tips

IDG Spain App Manager **Javier Rodriguez** offered the following tips on developing an app in-house:

- Start with a pen and paper or, even better, with Balsamiq MockUps (http://balsamiq.com/products/mockups).
- Design the 2.0 version of your app in order to launch the 1.0.
- Test and debug early and continuously.
- Think about usability. That doesn't always means the app should have all kind of bells and whistles. It's more important that the user doesn't have to think about how to use the app.

IDG Spain iBits app designed as platform for future apps

iBits, IDG Spain's latest app, is seen not only as a profit generator but also as a way to promote Macworld Spain and iPhoneWorld publications to prospective readers and customers. Released last month, iBits offers tips and tricks on using the iPhone and iPod and is priced at .79 euro (US$1.13). Content is currently largely repurposed from Macworld Spain and iPhoneWorld.

IDG Spain also offers four iPad books apps, but iBits is the first for the iPhone and iPod; it is compatible with the iPad in emulation mode. IDG Spain App Manager **Javier Rodriguez** developed iBits in-house so that future IDG Spain apps could be created from it.

"iBits was completely developed in my spare time," Rodriguez said, "probably in about two weeks from the initial concept and design phases to the final implementation, testing and debugging." He said the iBits code's bare bones could be easily adapted with a minimum of effort to produce other apps.

The iBits tips are divided into 20 categories. Among the tips, which users can save as Favorites, are ones that explain how to create a customized iPod playlist, how to get the most from Maps, sharing content with others, creating and configuring mail accounts, working with audio notes, troubleshooting and optimizing battery use. Some of the tips offer embedded videos, while others "explain how to supercharge a functionality using a third-party app – and if that app is free, so much the better!" Rodriguez said.

He added that he designed the app to easily allow for future updates that add new tips and tricks, which he said he expected to occur once a month. The paid current app has no sponsors, but Rodriguez said IDG Spain is considering releasing a free 'lite' iBits "that we would be very glad to have a sponsor for."

Rodriguez said more than 150 copies of iBits have been sold. Its sales ranking in the Spanish App Store has held firm in the top 20 Productivity apps. One user gave iBits a five-star rating in the App Store, saying that "iBits is totally recommended for any iPhone user. It has very detailed tips and tricks, very useful videos and an unbeatable price."

Macworld Spain Layout Designer **Carmen Rodrigo** designed the app's rabbit icon as well as other promotional aspects. Asked why the iBits icon is a rabbit coming out of a magician's hat, Rodriguez said, "Well, the iPhone and iPod are pretty magic — and it's funny."

Any IDG business unit interested in using the iBits code or seeking more information should contact Rodriguez at javier@idg.es. A more detailed version of this story appears on IDG Central. WU

Jobworld

continued from page 1

There are currently 93 job postings on the site — "just slightly below our chief competitor," Meijnckens said. "The number of page views is high, as are the number of people applying for clients' jobs – up to 60 for some of them. Clients are very satisfied with the results so far."

*IDG Netherlands sent Jobworld sponsors a cake on the morning the site launched so their team could enjoy it during their coffee break. At right, IDG Netherlands B2B Sales Manager **Liam Baker** and his clients at sponsor Neomax.*

Site sponsors currently include Logica, Cap Gemini and Sogeti, which Meijnckens said were also the first companies to place Jobworld postings. The site runs their logos in alternating banner ads. The length of the sponsorships vary for each client, starting from 60 days up to a year.

Clients pay 2,500 euros (US$3,580) for each job posting for 60 days. Postings can be upgraded and given prominence on the Jobworld homepage as a Hot Job for an extra 75 euros ($107) per day.

Not only is Jobworld is being marketed across the IDG Netherlands' sites but on local websites, newsletters and magazines used by recruiters. "We also plan to be visible at a number of recruitment shows throughout the year," Meijnckens said. "We also created a Twitter account and a Jobworld Facebook page."

Meijnckens said Jobworld took about three months to develop and test, and "due to the enthusiasm and drive of the entire team" the site was able to launch early. The Jobworld team is already planning some changes to the site that will make it easier fro users to upload resumes. "We will be tweaking the site on a regular basis," Meijnckens said. "Optimizing the site in order to keep it as user friendly as possible is at the top of our to-do list."

Key players behind the Jobworld site ran the gamut of employees and departments at IDG Netherlands. Meijnckens added "a special thanks to [B2B Group Editor-in-chief] **Tom Sanders** who, as Jobworld project leader, ran this project successfully and kept everyone updated, thereby allowing us to launch a day ahead of schedule."

A more detailed version of this story is on IDG Central. Write to gmeijnckens@idg.nl. WU

noteworthy people

Promotions

IDG WORLD UPDATE
Hong

PCWorld | Macworld Sales Associate **Nelson Hong** has been promoted to sales project manager. "For the past year Nelson has been doing a stellar job as our sales associate and was eager to take on more of a project-management role," said **Kevin Barden**, senior director, Sales Programming and Operations. "His dedication to accounts, persistent follow up and awesome client-facing skills made Nelson the perfect fit for our new position." *nhong@pcworld.com*

New employees

Previously a human resources consultant with The Hanover Insurance Group and a consultant with Atlantic Conferences, Inc., **Jillian Hall** joins **IDG Enterprise**'s Events group as an event content specialist. She holds a B.S. in political science with a minor in sociology from Wheaton College in Norton, Mass., and a certificate in event and meeting management from Boston's Northeastern University. In her free time she enjoys travel, cooking, gardening and spending time with family and friends. *jhall@idgenterprise.com*

IDG WORLD UPDATE
Branon

PCWorld | Macworld has hired **Morgan Branon** as a sales associate. She was previously an assistant media planner with Universal McCann where she worked on the Microsoft Bing media team. She earned a B.A. in communications from the University of Washington/Seattle. She enjoys live music, sports and travel (she has also studied in Paris, Ireland and Australia). *mbranon@pcworld.com*

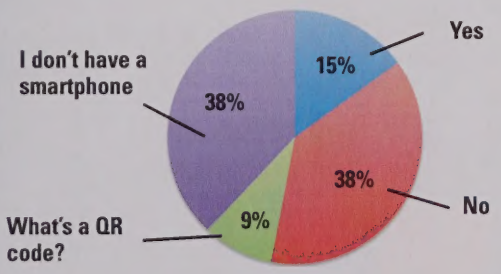
Returning employees

Previously a content manager with PCWorld.ca, **J.D. Speedy** returns to IT World Canada as a staff writer with **Computerworld Canada** after a stint as an administrative assistant with Leber-Rubes, Inc. He earned an honors B.A. in journalism from the University of King's College in Halifx, Nova Scotia and enjoys writing, video games and reading. *jspeedy@itworldcanada.com*

Send information for this column to world_update@idg.com.

Question of the Week results for June 20

Do you have a QR code app on your smartphone?



Log on to www.idgcentral.com to vote on this week's question:
Do you listen to the streaming music site Pandora?

WHAT'S WORKING

Learn how to turn your laptop into a teleprompter to use on video projects. Check out the onVideo employee blog — complete with a video demonstration — on IDG Central.

IDG's 28th Annual Employee Photo Calendar Contest is under way!

Keep those cameras handy, think creatively, and you'll be ready for IDG's annual Employee Photo Calendar contest. Entries will be accepted through Sept. 16. First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what you need to do:

- You may submit up to two color or black-and-white digital images on any subject. Digital images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone, fax number and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com.
- Entries must be received by Sept. 16, 2011.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in late September. More information about the online voting will be published in September. Online voting will take place during the weeks of Sept. 26 and Oct. 3.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Click on the calendar teaser on IDG Central's home page for full submission details. Questions may be directed to the World Update editors at world_update@idg.com. Good luck!

One on one

continued from page 1

establish an IDG/McGovern Institute for Brain Research at Tsinghua University. Tsinghua is known as the "MIT of China." The Institute will focus on cellular, molecular and computational neuroscience. The Institute will have 16 laboratories, each with a principal investigator, and a total staff of 400 to 500 people. Most of its operating expenses will be covered by research grants from various government agencies involved with research, education and medicine in China.

We call it the IDG/McGovern Institute for Brain Research at Tsinghua because IDG is a very famous brand in China, and we would like to have IDG benefit from the goodwill associated with establishing this Institute to help cure mental illness and brain disease. Also, IDG Capital Partners, our private equity team in China, is raising money from successful entrepreneurs and other wealthy people in China to establish a permanent endowment for this Institute.

We are currently evaluating how we can establish an Institute for Brain Research in China that would focus on systems neuroscience and another one that would focus on cognitive neuroscience. The combination of these three Institutes will cover the full range of neuroscience research.

We're also evaluating setting up a McGovern Institute for Brain Research in Europe, which we would like to establish by 2014. WU

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Susan Searle *IDG Australia*

26
Keith Arnot *IDG*

24
Kimberly Schuberthan *IDC*

22
Jan-Bernd Meyer *IDG Germany*
Hans Simon *IDG Germany*

17
Thomas Winter *IDG U.K.*

16
Karen Blythe *IDG Global Solutions EMEA*

15
Wolfgang Herrmann *IDG Germany*
Hans Ludwig *IDG Germany*
Bill Ganci *IDC*

13
Sabine Wittmann *IDG Germany*
Phil Odgers *IDC U.K.*

12
Sandra Machnik *IDG Germany*

11
Alan Tong *IDC Malaysia*
Christian Merkel *IDG Germany*
Martin Behringer *IDG Germany*
Ines Walke-Chomjakov *IDG Germany*
Katharina Friedman *IDG Germany*
Jacob Hoffmann *IDG Denmark*
Julio Vial *IDC U.K.*
Mary Ann Daneke *IDC*

10
Manfred Bremmer *IDG Germany*
Rolf Roewekamp *IDG Germany*
Pia Kuesters *IDG Germany*
Tobias Weidemann *IDG Germany*
Meghan Baker *IDC*

9
Stephen Vass *IDC Singapore*
Konstantin Christinakis *IDG Germany*
Andre Horn *IDG Germany*
Aico Turba *IDG Netherlands*

7
Julekha Khan *IDC Australia*
Cyrus Daruwala *IDC Singapore*
Reinaldo Roveri *IDC Brazil*
Uta Kruse *IDG Germany*
Erica Cox *IDC*
Ramon Llamas *IDC*

6
Lam Nguyen *IDC Vietnam*
Eiji Sasahara *IDC Japan*
Yasuhiro Suzuki *IDC Japan*
Martine Res *IDG Netherlands*

5
Felix Liu *IDC China*
Christine Nestler *IDG Germany*
Regina Bernhard *IDG Germany*
Wiltrud Eickhoff *IDG Germany*

4
Elizabeth Chan *IDC Singapore*
Akiko Takei *IDC Japan*
Simon Ellis *IDC*

3
Jennifer Ha *IDC Korea*
Sudev Bangah *IDC Malaysia*
Damian Madden *CIO U.K.*
David Ayvar *IDC Peru*
Patrick Hagn *IDG Germany*
Anna Kaczorek *IDG Poland*
Harriet Cottam *IDC U.K.*
Matthew Iaricci *IDC*
Andre Reichenbach *IDG Switzerland*
Mark Schroeder *IDG Switzerland*

2
Sissi Wang *IDC China*
Eduardo David Domínguez *IDC Argentina*
Tomoaki Nakamura *IDC Japan*
Helen Hall *IDG Australia*
Katherine Broderick *IDC*
Sam Jaffe *IDC*

1
Arunachalam Muthiah *IDC New Zealand*
Siddharth Choudhary *IDC Singapore*
Aparecida Batista Lima *IDC Brazil*
Irmen Gundelfinger *IDG Germany*
Ralf Sattelberger *IDG Germany*
Sebastian Stulz *IDG Germany*
Philippe Boulanger *IDG Spain*
Teun Beemsterboer *IDG Netherlands*
Joshua van Meer *IDG Netherlands*
Jakub Kuchnio *IDG Poland*
Susann Klossek *IDG Switzerland*
Gregory Girard *IDC*

All business units may send anniversary lists to world_update@idg.com.

Newcomers, experienced staff gain knowledge at Global Media Institute

Twenty IDG employees representing 16 different business units and eight countries attended the recent Global Management Institute in Boston. The GMI is a four-day, in-house training program designed to help key leaders throughout the company explore the strategic issues and leadership challenges facing IDG.

Managers and business unit presidents from throughout IDG are the presenters on an agenda that is modified each year to reflect IDG's current business goals and challenges. Certain staples of the program remain consistent, such as talks on leadership, finance and IDG culture, to name a few. The rest of the program is shaped to focus on areas of strategic interest, such as this year's inclusion of mobile, social media and ad networks and exchanges.

Participants are nominated by their managers for entry into the program. **Piper Sheer**, IDG SVP, Human Resources, who along with IDG Training and Development Director **Laurie Butson** organized and hosted the program, said the May event was particularly notable for the range of IDG experience among the attendees: some five months for [IDG Poland Country Manager] **Piotr Wtulich** to almost 30 years [IDG Australia Publisher] **Susan Searle**.

"The GMI was a wonderful program: well-designed, stimulating content and seamless organization," Searle said, noting that the editorial panel on the changing role of editorial and journalists' performance indicators was one of many highlights. "

The group formed teams to tackle a case study on user-generated revenue that they worked on throughout the program. They presented their proposals to a panel consisting of IDG International Publishing Services President & CEO **David Hill**, IDG International Controller **Toby Hurlstone** and IPS VP/Licensing **Jim Sullivan**.

Write to laurie_butson@idg.com. More details are with this article on IDG Central. WU

*GMI class (back, l-r): **Karl-Heinz Piotrowski**, IDG Germany; **Philippe Boulanger**, IDG Spain; **Julian Rignall**, GamePro; **Piotr Wtulich**, IDG Poland; **Sven-Erik Remmare**, IDG Sweden; **Stacey Levy**, PCWorld | Macworld; **Cheryl Talamini**, IDG; **Anne McCrory**, IDG Enterprise; **Sue Yanovitch**, IDG Enterprise; **Jim Malone**, IDG Enterprise; **Dan Shaw**, IDG U.K; **Steve Fontaine**, IDC; **Paul Kent**, IDG World Expo; **Susan Searle**, IDG Australia; **Peer Jensen**, IDG Denmark; **Kate Zinn**, IDG Strategic Marketing Services. (Seated, l-r): **Kumaran Ramanathan**, IDG Global Solutions EMEA; **Ray Anderson**, IDG Enterprise; **Keith Bagley**, IDC and **Kristin Silvi**, IDG Communications.*

celebrating 10!

Name
Lauren Meara Fitzgerald

Home
Grew up in Topsfield, Mass., home of the oldest continuously held country fair in the United States. Currently living in Stoneham, Mass.

Joined IDC
July 17, 2000, as an analyst account manager, Global IT Advisor.

Career path since joining IDC
I moved from the Access Group to Sales in 2003 to work on Brad Christenson's Telecom team as an inside sales representative. I was promoted to account executive in 2007 and assumed responsibility for my own accounts within the Telecom team.

Current title
Senior Account Executive, Industry Major Accounts, with a focus on communications and network equipment vendors.

View from my work space
A big corkboard covered with ticket stubs from the Boston Bruins, Celtics, Patriots and Red Sox. If it's a local team, you'll find me rooting for them. Recently, I was proud to be able to add stubs from rounds 3 and 4 of the Stanley Cup Playoffs. Now I just need replicas of all the trophies...

Interests outside the office
Cooking, gardening, painting and reading top 10 list.

Family
My husband Brian and I just welcomed a new addition: a Bernese Mountain Dog puppy.

What talent do you wish you had that you don't have?
I wish I had the ability to play guitar by ear. (Who am I kidding, to play anything other than "The House of the Rising Sun" would be great!)

What is the most difficult decision you ever had to make?
I majored in anthropology at Bowdoin College. In the spring of my senior year a professor asked me to accompany her on a summer expedition to Baffin Island in the Canadian Arctic Archipelago. I had already received my start date from IDC and, after much soul searching, chose to pass on a summer in the land of polar bears and the midnight sun. When I heard later about the mosquitoes the size of dogs, once-a-month supply drops and lack of running water, I was confident I had made the right decision!

Your idea of a perfect day alone?
A perfect day alone would be a hot July day at Good Harbor Beach in Gloucester, Mass. I'd spend the day, feet in the sand, with a good book, magazines and plenty of time just floating in the ocean.

*IDC Framingham's **Lauren Fitzgerald** celebrated her 10 years of service to the company at a dinner hosted by IDG Chairman **Pat McGovern**.*

Favorite celebrity encounter
My husband and I saw "Seinfeld" co-creator Larry David at the Home Port Restaurant on Martha's Vineyard. He was trying to squeeze his SUV into a tiny parking space — and failing to comedic proportions. He turned to us, threw his hands up in the air and and asked "How am I doing?!?" We felt like we were in an episode of "Curb Your Enthusiasm."

Favorite gadget
My iPad! Right now I am reading "The Greater Journey: Americans in Paris" by David McCullough on iBooks...and still trying to beat Angry Birds.

Manager's profile
"Lauren's initial experience in the IDC Access group gave her a thorough understanding of IDC, the research analyst community, our clients' support needs, and how our clients use IDC information. That was a great foundation for her in IDC sales. Our clients continually praise her attention to detail, responsiveness and customer orientation. On more than one occasion, I've been pulled aside at IDC events and been told how appreciative the client is in having Lauren as their account manager and hoping that we wouldn't make any account changes any time soon."

— Brad Christenson, group VP, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Deepa Ahuja IDC
Laurie Butson IDG
Marci Yamaguchi Hughes *GamePro*
Pat McGovern *IDG*
Gabriella Meijnckens *IDG Netherlands*
Katherine Park *IDG Korea*
Carolyn Rauch *IDG World Expo*
Javier Rodriguez *IDG Spain*
Jennifer Spencer *IDG*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

11 JULY 2011
VOLUME 41, NUMBER 26

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IGS reveals results of extensive mobile device survey

Clients, agencies get insight into the mobile-ready markets in 16 countries

Key themes from the IGS Mobile Survey

- Users are migrating to mobile, with B2B leading the way.
- User behavior is changing: there is now 24/7 connectivity, and advertisers can take advantage of being able to determine users' locations and buying preferences.
- Users are very engaged on their mobile and tablet devices.
- The tablet boom is unstoppable.
- Mobile is most powerful with targeted messaging (Right message — Right time — Right person).

In the latest example of IDG Global Solutions EMEA's efforts to help clients navigate opportunities in mobile marketing, the IGS team presented results from its recent survey on mobile device usage at a June 23 event, "Is Your Marketing Mobile-Ready?," in London.

The survey underscored the rapid pace of mobile device adoption worldwide. While the results identified differences in favored smartphone brands and usage by region, it was clear that preference for a traditional cell phone is on a steep decline.

More than 13,600 people completed the 26-question online survey in February and March that was promoted across 77 Computerworld, PCWorld, Network World, CIO and Macworld branded sites in 16 countries. IGS' previous mobile-related survey last year, which drew 3,000 respondents, focused only on Europe and did not include tablets.

"The sheer scale and support of the business units was amazing," said IGS Managing Director **Kumaran Ramanathan**. "Without the support of every single website we just would not have been able to provide such a compelling set of results. In almost every case individual countries over delivered and were totally supportive. It just demonstrates again when we are united in our goals, we are stronger together. We at IGS want to thank everyone involved for helping achieve a fantastic result."

*IGS Director, Mobile Strategy **Christina Carstensen** (standing) talks with attendees at last month's presentation of mobile survey results.*

continued on page 4

Inside this issue

IDG Germany focus group provides feedback on app, mobile site usage *page 2*

IDC expands conferences to Pakistan, Angola *page 2*

One one one: IDG SMS Social Media Analyst Ashley Wilson *page 3*

Celebrating 20: IDC Canada's George Bulat travels to Australia and New Zealand *page 8*

IDG Denmark buys competitors' titles, solidifies leadership

IDG Denmark has purchased two well-known brands from competitor Mediaprovider A/S. ComON.dk is a portal site that targets the country's IT professionals, and CRN.dk and CRN magazine serve the reseller and distributor market.

The acquisition also brings nine new employees to IDG Denmark, who join existing staff at IDG's offices in Herlev. The addition of ComON and CRN bolster IDG Denmark's leading position in the Danish market and will boost the company's web traffic by 25%. "We have long wanted a consolidation in our market," noted **Søren Queitsch**, IDG Denmark managing director. "And it has been no secret that ComON and CRN were on top of our wish list. Both brands are characterized by a professional and serious approach to their mission, and we are very pleased to welcome a number of good colleagues."

*"It's been no secret that ComON and CRN were on top of our [acquisition] wish list," said IDG Denmark Managing Director **Søren Queitsch**.*

Queitsch said that the financial downturn of the past few years, while challenging, put the company in the position to come out swinging.

continued on page 5

IDG Germany focus group provides feedback on app, mobile site usage

With 15 apps already out in the market and more on the way, IDG Germany set aside a half day last month to talk to a small group of users and glean some insights into their attitudes and habits regarding apps and mobile websites. Dubbed "Mobile Experience Day," the event was planned by IDG Germany's Mobile Competence Center, a virtual team that drives the company's mobile activities across all of its business units (see sidebar).

Using various social networking channels including Facebook, Twitter and Xing, the team recruited a group of 10 users representing its various target groups — business users, casual PC users and gamers, explained **Karsten Linde,** account manager, mobile, for IDG Business Media GmbH. "We wanted to keep the number small, especially for this first group, to encourage lots of dialogue among our participants," Linde said.

***Karsten Linde** (left) and **Markus Schwerdtel** (second from right) pose with participants in IDG Germany's first Mobile Experience Day focus group session. Also participating was **Clemens Fetzer**, who snapped the photo.*

The four-hour event included a brief presentation about IDG Germany's mobile activities; a discussion among the users and Linde, **Markus Schwerdtel** from IDG Entertainment and **Clemens Fetzer** from IDG Magazine Media, who was filling in for **Lutz Haedrich**, head of mobile at IDG Magazine, for the day; and a tour of the company. The discussion covered a range of topics including: use of mobile applications, pros and cons of the iPhone and Google Android devices, users' willingness to pay for apps and premium content, use of "lite" or trial versions of apps, users' feelings about mobile advertising, app navigation and usability and use of QR codes.

Before leaving, the participants also filled out a detailed questionnaire that touched on some of the topics covered in the discussion as well as asked them for more information about their use of apps (business vs. pleasure), whether they are substituting their smartphones for laptops and desktop machines and who they look to for trusted advice when it comes to choosing apps.

Noting that the group was small and not a random sample, as they had signed up for the experience, Linde said that they nevertheless garnered useful input that will likely inform some decisions going forward. "For one thing, all the users agreed that if the app is free, they aren't bothered by advertising, though they all said they don't like big screen-filling wallpaper because on a mobile screen it's much harder to find the close button," Linde said. Other insights:

- We learned that we're dealing with demanding users who tend to quickly abandon apps if they aren't satisified with the experience.
- Users seemed to very much appreciate knowing that we, the app publishers, care about their opinions.
- We also learned about some specific behaviors with respect to the use of Android phones and the best placement for the navigation bar in the app.

Schwerdtel said IDG Entertainment in particular will incorporate users' feedback regarding premium content when developing a mobile paid-content strategy.

For more information, contact Karsten Linde at klinde@idgbusiness.de. WU

Virtual team drives mobile activities

IDG Germany's Mobile Competence Center is a virtual team that helps to move the company's mobile activities forward by sharing information and keeping each other apprised of mobile developments at the three media units. The team members are in close contact with one another, share best practices and maintain an ongoing dialogue regarding new ideas for mobile solutions.

Each business unit is represented by one mobile specialist:

- IDG Entertainment Media GmbH: **Markus Schwerdtel**, director mobile content & applications
- IDG Magazine Media GmbH: **Lutz Haedrich**, head of mobile
- IDG Business Media GmbH: **Karsten Linde**, account manager, mobile

IDC hosts events in Pakistan, Angola

IDC recently charted new territory with conferences in Pakistan and Angola, two countries in which it had not previously organized events.

Zeeshan Gaya, senior research analyst, Servers & Systems, IDC Middle East, Africa and Turkey, was the featured speaker in Islamabad, Pakistan, for "The Big Migration: How to Build Your Own Cloud" on June 23 at the Marriott Hotel.

"The major challenge for us was that we didn't have a database of the target audience in place, and we had to prepare that within a very short time span," explained Project Manager/MEA **Deepa Ahuja**. "However, we had more than 130 delegates attend, which was a very good number for a first-time event."

Sponsors Huawei, APC by Schneider Electric, and Riverbed Technologies each provided speakers.

The Smart IT Buyer Forum, held in Luanda, Angola, on May 31, brought together business and technology experts from across the region to present best practices on how to become a smart IT buyer in a crisis situation.

IDC Portugal co-organized the event with IDC MEA — Portuguese is Angola's official language — and Research and Consulting Director **Gabriel Coimbra** represented IDC Portugal.

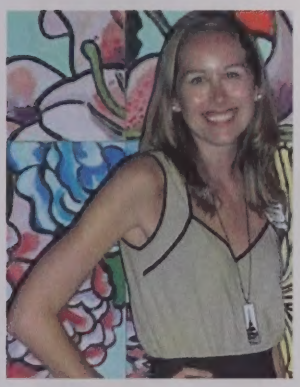
Exictos, Rofftec, MicroStrategy and ACIST signed on as sponsors.

Write to dahuja@idc.com. WU

*IDC Portugal Research and Consulting Director **Gabriel Coimbra** (right) delivered the opening presentation.*

one on one the interview

Ashley Laurel Wilson
The social media analyst for IDG Strategic Marketing Services is this week's columnist. Reach her at ashley_wilson@idg.com, Linkedin.com/in/ashleylaurel or on Twitter, @AshleyLaurel.



Q What are your main responsibilities?

A My No. 1 responsibility is making sure the social components of our marketing programs are effectively monitored. In addition, I manage day-to-day vendor relations with the companies whose social monitoring platforms we use, assist with blogger audit and outreach, help track the performance of rich-media ad units, contribute as a community manager on select programs and occasionally help conceptualize ideas for proposals my team receives.

I also act as an in-house social media advocate and have trained various colleagues on how to best use such social sites as LinkedIn and Twitter for business. In fact, I have some ideas for how IDG can go a step further into social, which I'm currently brainstorming with a colleague from another business unit.

Q What is community threading, and what role do you play?

A IDG's Enhanced Community Threading (ECT) service offer is all about the process of finding and contributing to online communities to best support a client's efforts in getting the word out about a specific product or service offering. My role here is to oversee the social listening and reporting portions of ECT. There is a process in place of setting up these programs, which begins once we have a client fill out a form that includes the detail we need from them about what they want tracked.

The first steps are creating a "keyword roadmap" (the list of keywords used in setting up each new program within our listening tool) and hiring a community threader for the program. These parts of the setup process are done by IDG Research and IDG's Custom Solutions Group, respectively.

During setup, I complete the keyword setup with our listening tool, Radian6, once IDG Research has finished their portion, and then run a report that shows the top websites where the most conversation is taking place in relation to our keyword roadmap. This site list report goes to the community threader in an effort to assist him or her with choosing where to participate online for the duration of the program.

While the program is running, I create monthly reports to show what's going on across the greater Web and across just the sites the threader is active on, which show the top-level perspective of what's being talked about and how to align our threading strategy accordingly.

Lastly, I'm constantly working to make sure our reporting is the most effective it can be in terms of both the metrics we generate and our reporting structure.

Q How else does IDG measure the effectiveness of the social media programs it develops for clients? Are there other particularly good analytics tools you'd recommend?

A To determine what's going on month over month, I primarily use Radian6 as my social media monitoring tool. It allows me to see information such as where the most active conversations are taking place on the Web, the keywords used in discussion and the hot topics discussed throughout each month that may have led to any spikes in conversational volume.

While success metrics are usually dependent upon the program, I particularly like seeing responses to a threader's comments become more insightful and a client's share of conversation increase as a program moves forward.

If we're running programs that allow us to have more of a hands on social approach, such as when we're tasked with setting up and running an online social community, then we may get into reporting a Klout score, for example. This is a score that is generated based on a user's overall online influence, taking into account how large the community is that interacts with said user, the likeliness that content will be redistributed and how influential other users are that interact with the user.

Q What are some of the most common questions people have in the social media training sessions you've done for various IDG employees and business units?

A I'm frequently asked how to grow followers/fans/connections on a social network, especially Twitter. To be honest, most people worry about this prematurely. Making connections online is very similar to making friends offline. Over time, you meet new people on your own or through others, and your network expands.

Building any network of connections is not an overnight thing. When you're online, you should contribute before expecting anyone (OK, most people) to opt in to your Twitter updates or Google+ Circles. Once you have added some content, the next step is to start promoting your brand both on and offline.

One last thing to remember here is that the number of those interacting with you, and how much so, is oftentimes way more important than the number of people opting in to see your content.

continued on page 5

"The number of those interacting with you, and how much so, is oftentimes way more important than the number of people opting in to see your content."

Twitter resources

Ashley Wilson has posted several of her presentations on IDG Knowledge Hub: Twitter for beginners, Twitter for more experienced users and Twitter resources.

Go to www.idgknowledgehub.com/blogs/?p=8077.

Mobile survey

continued from page 1

IGS Director, Mobile Strategy **Christina Carstensen** summarized the findings for some three dozen clients and agency representatives at the event, held at the Haymarket Hotel. Among the highlights:

- More than two-thirds of respondents worldwide said they use a smartphone for personal (73%) or business (69%) purposes.
- When surfing the Web, general and IT news are most popular, followed by social networking access.
- GPS navigation topped instant messaging as the application respondents were most likely to have. Most countries' GPS usage surpassed 50%, led by Denmark (88%), Finland (77%) and Sweden (75%).
- Almost two-thirds of respondents regularly use between one to seven apps, with the most popular being general news, social media, gaming and IT news.
- Twenty percent of all respondents already own a tablet, while 67% are planning to buy one in the next 12 months.
- Sixty-seven percent of all tablet owners share it with colleagues or family, spreading the tablet experience to much more than the 20% ownership figure.

IGS EMEA's marketing team analyzed the research data and created the presentation for the meeting.

Carstensen said that the research will be an invaluable tool for IGS and IDG sales teams around the world. "It shows that IDG's audience is mobile-ready and use all the new capabilities that smartphones and tablets offer. Now that we can prove that the IT audience is active on those devices and engages with our brands, it will be much easier to sell our new mobile product portfolio."

"Now that we can prove that the IT audience is active on those devices and engages with our brands, it will be much easier to sell our new mobile product portfolio."

— Christina Carstensen, IGS EMEA

Clients at the event included HP, SAP, Cisco and Dell; agencies included Banner Corporation, Neo@Ogilvy, Omnicom Media Group and Starcom, among others. IGS already has scheduled follow-up meetings with clients and agencies that are interested to see specific data cuts and discuss mobile campaigns.

On-site mobile survey

IGS added interactive mobile elements related to the event to show how easy and effective mobile advertising can be. All attendees received reminder text messages prior to the event. The message linked through to a mobile site with all event details including directions via Google Maps. During the event, Carstensen asked the audience to test their knowledge of the mobile market by responding to three questions, texting their replies to a short code. All questions related to the research: "How many tech users own a smartphone?" "How many are planning to purchase a tablet?" and "How many are using the mobile Internet?" Results were displayed in real time on a web page so she could reference it while presenting.

*IDG U.K. Managing Director **Kit Gould**, IGS President **Matthew Yorke** and IDG Germany Managing Director **York von Heimburg** attended the mobile event in London.*

"That experiment showed that the majority of the attendees underestimated how mobile-ready the market is, and people seemed to generally enjoy engaging with mobile this way," she said. Afterward, IGS sent attendees a thank-you text message with a link to a mobile survey to rate the event.

IGS President **Matthew Yorke**, who said he expects IGS to double its mobile revenues in FY12, said that the event showcased the IDG /IGS sales leadership position in the market.

"To build a leadership position, we used research to help clients better understand the dynamics. The second piece of the puzzle is the development of a branded set of mobile ad solutions, which will make it easier for all IDG salespeople to talk about mobile and for clients to buy mobile solutions from IDG. That is being developed now and will be released over the next month or two."

IDC forecasts the worldwide mobile advertising market to be an $11 billion market in 2014. "Tech marketers are recognizing the value of mobile advertising as the device market heats up," Yorke said. "Clearly we want IDG at the forefront of that growth."

Write to matthew_yorke@idg.com.

Countries participating in the IGS mobile survey

All surveys, other than those in the Netherlands, were distributed in English.

Denmark
Finland
France
Germany
Italy
Netherlands
Poland
Spain
Sweden
UK
US
Canada
Brazil
Mexico
Australia
China

"IGS Mobile Research Worldwide" is available on IDG Central's Mobile Hub community group. Mobile Hub is open to all employees (click on the "join" link on the group's home page).

Mobile stats

IGS Director, Mobile Strategy **Christina Carstensen**'s presentation included the following:

IDC reported in June 2011 that the worldwide smartphone market is expected to grow by 55% this year, compared with 2010.

Vendors are projected to ship 472 million smartphones in 2011.

The Android operating system will own 40% of the market in the second half of this year, posing a serious threat to Apple, Nokia and BlackBerry.

IDG Denmark purchases titles

continued from page 1

"We came through the crisis better and faster than our competitors and are ready grow our business again. We have put ourselves in that position because the right people on our staff have made the right decisions at the right times. And even through the tough times we have focused on developing new, effective products to strengthen our lineup of online offerings, which for years has been our primary business," Queitsch said. Prior to the acquisition, the company had only one print publication — Computerworld — and five other online brands (Computerworld, PC World, JobWorld, Eksperten and Hardwarecentral).

*IDG Denmark CEO **Søren Queitsch** (l) and Executive Editor-in-chief **Line Ørskov** (r) flank seven of the nine new employees who joined the company as a result of the acquisitions. They include: **Peter Hatt** (sales), **Tommy Petersen** (sales), **Kasper V. Jensen** (journalist), **Jens Nielsen** (editor), **Jette Ejersbo** (graphics), **Henrik Rasch** (journalist), **Allan Thestrup** (editor). Missing from photo: **Karim Pedersen** (journalist) and **Kirstine Andersen** (journalist).*

The acquisition means that IDG is now expanding what is already the undisputed largest IT editorial team in Denmark. Both ComON and CRN have strong editorial teams, and the two brands are the perfect addition to IDG's global editorial portfolio, Queitsch said. "ComON has a strong emphasis on the international news beat, and CRN has a unique position in the IT channel," said **Line Ørskov**, executive chief editor for all of IDG's media brands. Seven of the nine new employees are journalists.

> ***"We came through the crisis better and faster than our competitors and are ready grow our business again."***
> ***— Søren Queitsch***

"The acquisition of ComON and CRN allow us to offer complete solutions to companies wishing to reach a selected IT audience," Queitsch said. "IDG Denmark now reaches all IT decision makers — whether they are consumers, small businesses, IT managers in large companies, employees in the IT industry or leaders in the IT vendor community — with online and offline media, leads and events."

Contact Soren Queitsch at sq@idg.dk. WU

One on one

continued from page 3

Another question I get asked a lot is how I keep up with what's going on in the social media space. It's very important to stay connected, contributing, and to always keep learning. I participate in the IDG mentorship program and talk to just about everyone I can who's interested in the space. I also like learning directly from my team members, like Program Developer **Colin Browning**, who are as excited about trying out new social marketing ideas and tools as I am.

Conveniently, most of my hobbies are related to social media too. The two biggest things I am active in outside of work are researching, interviewing and writing for my personal blog, Pretty-Innovative.com, which is about the convergence of fashion and tech. I also co-founded a Bay Area fashion and tech meetup group last year, through which many social media strategists, community managers and bloggers share thoughts on new online tools.

Connect with colleagues involved in social media on the Social Media World community group on www.idgcentral.com (click on the "join" link on the group's home page).

Q How would you explain your role to someone who was completely new to social media?

A My family always jokes that I found the perfect job because I like to talk so much. Yet, while a lot of social media marketing is about talking, that's not all there is to it. My role is about social media analysis and being articulate on client calls when presenting reports. It is about working well with both my team and IDG colleagues across a variety of business units, keeping up to date on the latest and greatest online tools, understanding key search engine optimization and search engine marketing basics and being well-versed in community management. It is also about trying to glimpse into the future to best understand where marketing is headed next and how to stay at the forefront of this ever-evolving landscape.

Having a job in social media is a lot of fun but also a lot of hard work. I always like to remember that the challenges my team and I are faced with exist because what we're doing is so completely new to the world. At the moment, I cannot think of a more exciting field to be in. WU

noteworthy people

Promotions

IDG WORLD UPDATE
Mediati

PCWorld Assistant Editor **Nick Mediati** has been promoted to associate editor. "Nick has impressed us this past year with his management of the Security category, bolstering our coverage with meaty reviews roundups as well as multiple features for the print magazine," said Senior Editor **Melissa Perenson**, "all while handling the GeekTech blog, which achieved its second-best month ever in May with 800,436 page views. Nick has done a tremendous job identifying a strategy to drive traffic to the blog, and what he's been doing works: GeekTech has enjoyed year-over-year traffic growth for 19 straight months, a run that only ended in June because of last year's insanely high iPhone 4 launch numbers. Even accounting for June, GeekTech traffic is up by 17% for the first half of 2011." *nmediati@pcworld.com*

IDG WORLD UPDATE
Ralph

PCWorld Staff Editor **Nate Ralph** is now assistant editor. "Nate has worked hard to grow the Desktops category — one of the 'golden categories' not typically in the hands of a staff editor," said Senior Editor **Jason Cross**. "One only has to look at our competitors' sites to see how much better our coverage of this category is than theirs. We consistently review more products, more completely and quickly. Nate's tireless work to grow our coverage of PC component coverage has not gone unnoticed, nor has his tireless work in the labs and his infectious will-do attitude." *nralph@pcworld.com*

Patrick Miller, **PCWorld** staff editor, has been promoted to associate editor. "The How-to category is a tough one to manage," Cross said. "One has to take dense information and distill it to simple instructions and reproducible steps, all while working with a wide swath of freelancers and PCWorld editors. How-to's span all product categories and are often the subject of major magazine features. In fact, I don't think any editor has managed as many cover features as Patrick over the past year. It's more than enough work for any editor and requires a unique combination of technical knowledge and organizational skills. What's more, Patrick has taken over HDTV reviews, including working on new testing methodology and forging new relationships with TV vendors. His work has been over-the-top exemplary." *pmiller@pcworld.com*

IDG WORLD UPDATE
Miller

New employees

PETER SHORT
Hughes

Allyson Hughes joins **IDC Retail Insights** and **Manufacturing Insights** as consulting director, coming from the IBM Software Group where she was business controls manager and strategy project manager. She earned a B.S. in information management and technology from Syracuse (N.Y.) University and enjoys running, biking and spending time with her three children, two of whom are twins. *ahughes@idc.com*

Hoffmann

New at Germany's **IDG Magazine** is Copy Editor **Thomas Hoffmann**. Previously a freelance book editor, he has also worked as a publisher at ComputerBild Books. He studied economics at the University of Bonn and enjoys movies, cooking and collecting fountain pens. *thoffmann@idgmagazine.de*

IT World Canada has hired **Vimala Ravi** as a net developer. She was previously a systems analyst in Dubai and earned an M.A. in computer application from Madras University in Chennai, India. In her free time she enjoys gardening and reading. *vravi@itworldcanada.com*

IDG WORLD UPDATE
Martinez

Roman Martinez joins **PCWorld** as an advertising operations coordinator, a title he held at his previous job with Blink-X. In his free time he enjoys playing the guitar and travel. *rmartinez@pcworld.com*

IDG WORLD UPDATE
Ribiero

Also new at **PCWorld** is Sales Program Designer **Eduardo Ribiero**; he was previously a graphic designer at Kontera Technologies. A graduate of San Francisco State University, he holds a B.S. in visual communication and design. Away from the office he enjoys photography, hiking, cycling and backpacking. *eribiero@pcworld.com*

Previously a department supervisor with CVS/Caremark, **Bee Yang** joins **IDC Framingham** as a customer service representative.

PETER SHORT
Yang

She has an associate's degree in the science of criminal justice from Gibbs College and enjoys pool, fresh-water fishing, reading and working on her car. *byang@idc.com*

PETER SHORT
Munton

Also new at **IDC Framingham** is Health Insights Consulting Manager **Andrew Munton**. He was previously a consultant at Toffler Associates. He holds a B.A. in Asian Studies from Bowdoin College in Brunswick, Maine, and and MBA in global management from Babson College in Babson Park, Mass. Away from the office he enjoys martial arts, choir singing and cooking global cuisines. *amunton@idc.com*

Include your news

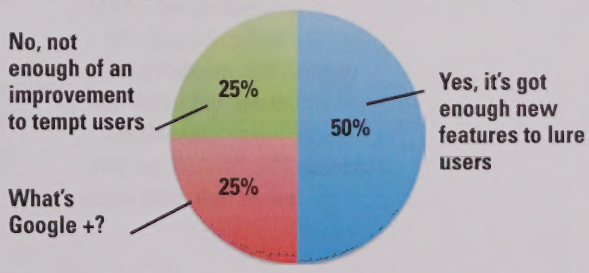
All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

Colleagues offer book recommendations

Looking for a good read this summer? The IDG Training and Development team solicited suggestions for great business books from IDGers throughout the company. A list of the top 15 can be found on IDG Central. Don't see your favorite there? Feel free to add your recommendation to the list using the comment section below the book list.

Question of the Week results for July 4

Will Google's new Google + social networking offering give Facebook a run for its money?



Log on to www.idgcentral.com to vote on this week's question:
Would you friend your manager on Facebook?

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

35
Therese Bergstrom *IDC*

25
Karin Quack *IDG Germany*

23
Judy Callahan
IDG Corporate Services Group

21
Scott McLarnon *IDC*

19
Randy Perry *IDC*
Bill Laberis *IDG Enterprise*
Debra Becker *IDG Enterprise*

18
Quan Zhou
IDG Tech Venture Investment

17
Karen Loverde *IDC*

16
Joan Young *IDC*
Mary Cook *IT World Canada*
Lorraine Rivell
IDG Corporate Services Group
Paul Overhiser
IDG Corporate Services Group
Cheryl Giangregorio
IDG Strategic Marketing Services

14
Verena Schieder *IDG Germany*

13
Courtney Munroe *IDC*
Meredith Whalen *IDC*
Kate Coldwell *PCWorld*
Elias Plastiras *IDG Australia*

12
Earl Joseph II *IDC*
Silvia Bassi
Now! Digital Business (Brazil)

11
Dorothy Merullo *IDC*
Lauren Fitzgerald *IDC*
Aaron McPherson *IDC*
Jessica Goepfert *IDC*
Linus Wolter *IDG Sweden*
Isa Stamp *IDG Germany*
Pawel Dudzinski *IDG Poland*

10
Adam Sienkiel *IDG Poland*
Katy Young *IDC U.K.*
Ann Harris *Computerworld*
Patricia Gill
IDG Corporate Services Group

9
Bert Sluyter *IDG Netherlands*
Mesher Ma *IDG China*
Bob Bragdon *CXO Media*
Amy Danielowich
IDG Enterprise

8
Helen Palmer
IDG Global Solutions
Bob Melk *IDG Enterprise*

7
Sandra Tubbs *IDC*
Yong-Jin Jun *IDC Korea*

6
Reco Li *IDC China*
Victor Lim *IDC Singapore*
Lam Nguyen *IDG Asia*
Caroline Mewling
IDG Enterprise
Thu Huong Duong *IDG Vietnam*

5
Ting Yang *IDC China*
Jesse Rutland
IDG Global Solutions
Linda Luo *IDG China*
Karen Mitchell-Capland
IDG Enterprise

4
Pavitra Jayaram
IDC Center for Consultancy and Research (India)
Moritz Keckstein *IDG Germany*
Vanessa Boris *IDG Enterprise*

3
Ruth Flynn *IDC*
Eileen Ji *IDC China*
Naveen Hegde
IDC Center for Consultancy and Research (India)
Vijayan Mahendar
IDC Center for Consultancy and Research (India)
Dean Geary
IDG Global Solutions
Samuel Rodrigues *IDC Brazil*
Nicola Strobel *IDG Germany*
Eugene Yu *IDG China*
Joan Goodchild *CXO Media*
Sean Buckley *IDG TechNetwork*
Teresa DeLuca *IDG*

2
Tomoaki Nakamura *IDC Japan*
Itishree Sukla
IDC Center for Consultancy and Research (India)
Yvonne Khoo *IDC Malaysia*
Marniyah Binti Marjuni
IDC Malaysia
Jürgen Bossmann *IDG Germany*
Andreas Geisler *IDG Germany*
Maciej Rogacki *IDG Poland*
Wagner Alexandre Kojo
Now! Digital Business
Ouyang Kun *IDG China*

1
Archana Ramachandra *IDC*
Christine Liebert *IDC*
Charles Sacco *IDC*
Connor Sullivan *IDC*
Serine Hooi *IDC Malaysia*
Prithibah Irving
IDC New Zealand
Surjyadeb Goswami
IDC Singapore
Sherrie Huang *IDC Singapore*
Kiranjeet Kaur *IDC Singapore*
Jerene Lai *IDC Singapore*
Sheryln Ong *IDC Singapore*
Chris Zhang *IDC Singapore*
Martin Meyer-Gossner
IDG Global Solutions
Fabian Polkehn *IDG Germany*
Karl-Heinz Piotrowski
IDG Germany
Rachael Rodwell *IDG Australia*
Juan Ortiz *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Run time!

For the third consecutive year, IDG Denmark brought the local IT community together for the Computerworld Løbet (Computerworld Fun Run), held June 7 in the Copenhagen suburb of Ballerup. The event is a 4x2.5 km relay, and more than 1,000 Computerworld Denmark readers and advertisers participated. The race takes place in a neighborhood surrounded by IT companies. Many of those companies rented tents, along with food and beverage services, for their runners and other guests.

Top photo: Runners set off on the first leg of the 10-km run. Above: IDG Denmark Managing Director ***Soren Queitsch*** *(l)on the course.*

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. ***George Bulat****, director, Client Hardware Research at IDC Canada, traveled to Australia and New Zealand.*

Joined IDC Canada

Sept. 5, 1990. My first role was as research analyst, one of three generalists covering all IT markets. Back then, we were still a fairly small operation in Canada, with a dozen employees. There was no Internet to speak of and no smart handheld devices.

George Bulat *during a tour of Auckland.*

Career path

I began by writing annual reports but as the IT industry accelerated, along with clients' research needs, my focus shifted to the newly created Worldwide Quarterly Trackers. I have since gone from purely quantitative research to advising on broader industry issues and management.

Why I chose this trip

Once the prospects for an exotic adventure were exhausted, the choice was a simple one. Here was a chance to finally meet family who had long ago emigrated to Australia and New Zealand. And, I wanted to share this trip of a lifetime with my sister.

Trip highlights

First stop was Sydney, which included a walking tour of the old Rocks district. We also took in the famous Opera House and zoo. There were two excursions out of Melbourne: a day trip to wineries in the Yarra Valley and a longer hike to the southern coast of Victoria. My cousin joined us on the winery tour and that particular day the weather was optimal. We were told that the valley was unusually green for this time of year, thanks to the recent rain. The wildlife tour included stops at a koala conservation area and dairy farm, on our way to a rendezvous with penguins as they swept onto shore at sunset.

"Swaths of vine netting protect the ripe grapes from birds in Australia's Yarra Valley."

"On the day we visited Piha Black Sand Beach in New Zealand, the only people around were a group of geologists (barely visible at the foot of Lion Rock in this photo) and a lone beachcomber who, like me, didn't seem to mind being whipped by a fierce wind and sand."

"This resident of the koala conservation area looks relaxed."

In New Zealand we criss-crossed the North Island and visited Rotorua in the Maori heartland, lucky to see the Pohutu Geyser blow steam. There is a pervasive odor from the sulphur springs, but five minutes and a world away is a California redwood forest, where we cooled down with a walk.

Our last field trip was to Piha Black Sand Beach, just outside of Auckland. Normally filled with surfers and tourists drawn by the Lion Rock outcropping, on this day the beach was almost abandoned.

Our trip was unforgettable, and I know that I will return someday for a longer visit. WU

"Just outside Rotorua, rife with geothermal activity, is the Whakarewarewa Forest and its California coastal redwoods. We took one of the walking paths (about 45 minutes of deep breathing and snapshots)."

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Deepa Ahuja *IDC MEA*
George Bulat *IDC Canada*
Karsten Bundgaard *IDG Denmark*
Christina Carstensen *IGS EMEA*
Karsten Linde *IDG Germany*
Søren Queitsch *IDG Denmark*
Kumaran Ramanathan *IGS EMEA*
Ashley Wilson *IDG Strategic Marketing Services*
Matthew Yorke *IGS*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

18 JULY 2011
VOLUME 41, NUMBER 27

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Collaboration yields success for Cloud Leadership Forum

For the second year, IDC and IDG Enterprise joined forces to produce the Cloud Leadership Forum, held June 20-21 at the Hyatt Regency Silicon Valley, in Santa, Clara, Calif. The event targets senior IT executives from end-user organizations involved in the purchase, evaluation or recommendation of cloud-related IT products and services in their organizations. Hosted by **John Gallant**, SVP and chief content officer, IDGE, and **Frank Gens**, SVP and chief analyst, IDC, the agenda featured a number of IDC analysts as well as other senior executives who shared their experience in building and managing cloud architectures.

*Participants in the Future Proofing panel included (l-r): IDG Enterprise SVP/Chief Content Officer **John Gallant**; David Black, CISO, Aon eSolutions; Nick Buck, president, Buck Consulting Group; **Robert Mahowald**, research VP, SaaS and Cloud Services, IDC; **Richard Villars**, VP, Storage and IT Executive Strategies, IDC; **Frank Gens**, SVP and chief analyst, IDC.*

This year's forum featured several new elements, noted **Anne McCrory**, IDGE VP, editorial event strategy, who, along with Gallant and Gens was responsible for shaping the agenda. Among the enhancements:

State of Technology. The forum kicked off with a panel of IDC analysts delivering a fast-paced round of insights into recent and upcoming developments regarding cloud technology, applications and management. The presentation, "12 Big Things You Need to Know on the Road to Cloud," is available at http://tinyurl.com/4x2y57e.

Future Proofing: An Interactive Discussion. Mod-

continued on page 3

Canadian companies team up for mobile marketing event

IT World Canada and IDC Canada combined to present the first MobiBiz (http://mobibizcanada.ca), an interactive forum that gave IT, business and marketing executives a chance to explore the challenges and opportunities in mobile marketing. The June 21 event at the Toronto Board of Trade drew 110 attendees and was free for end users.

According to **Joanne Haywood**, IDC Canada VP, marketing and product management, the two organizations, led by **Fawn Annan**, IT World Canada president, and **Vito Mabrucco**, IDC Canada managing director and SVP Worldwide Consulting, decided it was time for IT World Canada and IDC Canada to create a signature event. "Both groups have been successful organizing events individually but felt the combination would bring an event that would be unmatched in the industry," Haywood said. "We ran a number of brainstorming sessions with both organizations' executive teams, IT World's editorial group and IDC analysts to arrive at the mobility theme and positioning for the event."

"Mobility is where innovative technologies, business users and consumers come together in a way that is changing the way people and organizations get things done" Mabrucco said. "These types of signature partnership events allow IDC Canada and IT World Canada to bring the key opportunities and challenges to the forefront of the ongoing evolution of the technology industry."

MobiBiz targeted IT operations executives and managers — such as CIOs, telecom, security and software managers — as well as customer engagement heads, including marketing executives, channel managers and promotions managers.

MobiBiz sponsors included IBM, SAP, Bell, Blackberry

continued on page 3

Inside this issue

CW Honors Program celebrates IT's role in benefitting society worldwide *page 2*

German business brands' Facebook pages try new reader revenue tool *page 2*

Bob Carrigan named to Who's Who in Business Media list of executives *page 2*

Celebrating 10: Electronic Engineering & Product World's Zhao Jingfang *page 4*

in brief newsworthy

CW Honors Program celebrates IT's role in benefitting society worldwide

The myriad ways IT can play a significant role in benefitting society took center stage in Washington, D.C., on June 20. The Computerworld Honors Program, which recognizes visionary applications of IT in promoting positive social, economic and educational change, held its 23rd Annual Laureates Medal Ceremony & Gala Awards event at the elegant Andrew W. Mellon Auditorium.

*Computerworld Executive Editor of Events/National Correspondent **Julia King**, IDGE VP/Computerworld Publisher **John Amato** and IDG Communications CEO **Bob Carrigan** salute the honorees.*

"This year the Computerworld Honors Program recognized 262 Laureates, representing 31 nations around the globe — one of our largest ever global contingents," said Executive Editor of Events/National Correspondent **Julia King**, who emceed the ceremony. "This event, perhaps more so than any other in IDG's portfolio, is testament to the worldwide reach of information technology and a passion to innovate that crosses all geopolitical, social and cultural boundaries."

The 428 attendees at the ceremony were primarily IT executives and managers and included 147 Laureate winners.

CEOs from the world's leading IT companies support the program through their participation on the Chairmen's Committee, which plays a key role in the Laureate nomination process.

The award categories were updated this year to more closely focus on the program's humanitarian theme and better reflect IT's role in current business priorities. They are Business Responsiveness, Collaboration, Digital Access, Economic Opportunity, Emerging Technology, Environment, Health, Human Services, Innovation, Safety & Security and Training/Education.

The number of nominations was far greater than last year, with 1,078 total nominations, of which more than 700 case studies were reviewed by IDG Enterprise editorial leaders to choose the Laureate class. In the end, 262 of those submissions were accepted and ranked by a panel of editors and 12 IT leaders to identify the top projects that would be honored with 21st Century Achievement Awards. These awards are given to only one finalist in each category, singled out for special recognition by the program judges to be the very best among their peers.

In addition to the recognition given during the evening to all Laureates and the 21st Century Achievement finalists and winners, Paul Maritz, president & CEO of VMware, received the Morgan Stanley Leadership Award for Global Commerce. The honor is given annually to an individual whose personal leadership has made a critical contribution to the effective use of IT throughout the world.

A new component of the program was "Global Vision," a sponsorship opportunity previously available but sold for the first time this year. Tarkan Maner, president and CEO of Wyse Technology, gave a 30-minute talk on emerging technologies and the even greater potential for innovative social applications they afford.

*Write to IDGE VP/Editorial Event Strategy **Anne McCrory** at amcrory@idgenterprise.com. A detailed version of this article, including the contribution from several global business units, the history of the program and a photo of the event team, is on IDG Central.* WU

More information about the program and a global archive of past Laureate case studies and oral histories of Leadership Award recipients can be found at http://events.computerworld.com/Honors2011.

German business brands' Facebook pages try new reader revenue tool

Always looking for innovative marketing ideas, IDG Germany's business publishing division has set up an "e-kiosk" section on its Computerwoche and CIO Facebook pages as an additional tool in its reader revenue strategy.

Found in the left-side margin of each brand's Facebook page, the e-kiosk link connects to a landing page on which visitors can view excerpts from the current issue and the 2011 archive. Using PayPal, readers can download the current issue for 3.99 euros (US$5.66) and back issues for 2.99 euros ($4.24).

The e-kiosk tool is from a German company called copyclick. IDG Germany pays a small monthly fee to use the software and has full control over the layout within the e-kiosk, as well as content and data.

"Social networking is one big part of pulling in sales and generating brand awareness," said **Mirja Wagner**, marketing manager for IDG Business Media's Database Operations group. "We can get in touch with a new target audience, and we can interact directly with customers."

Computerwoche set up its Facebook page last year; CIO this past January. The e-kiosks were added in May and June, respectively.

Wagner said that while the sales volume is still marginal, the group is optimistic that sales will grow over the next few months. The group aims to add an option for visitors to sign up for print subscriptions.

Write to mwagner@idgbusiness.de. To learn more about copyclick's e-kiosk tool, the English-language version of the site is at www.copyclick.de/en/serviceinformationen/titelseite/. WU

Bob Carrigan named to Who's Who in Business Media list of executives

IDG Communications CEO **Bob Carrigan** has been named to BtoB Media Business' "Who's Who in BtoB Special Report," the site announced on July 11.

Nominations for BtoB's special report were submitted by readers, marketing associations, industry experts and BtoB's editorial staff. Carrigan joins more than a dozen other CEOs, publishers and other executives in the Business Media category.

BtoB's profile read: "The hallmark of Carrigan's tenure at IDG has been his fostering of innovation. The famously decentralized company has launched numerous successful new businesses, including the IDG Tech Network, an ad network of blogs and small sites in the tech arena that continues to double its revenue annually."

For a list of the individuals profiled in Business Media and eight other categories, including agencies, marketers and demand generation, go to http://www.btobonline.com/section/whoswho-bizmedia. WU

Team effort

Other IDGE and IDC staff members who played key roles in the development of the Cloud Leadership Forum included **Clare Gillan**, IDC SVP, Executive and GMS programs and **Mary Conroy**, IDC marketing director, who led the analyst recruitment for one-on-one meetings between IDC analysts and attendees and sponsors; **Debra Becker**, IDGE director of marketing and audience development; **Ashley Starr**, IDGE event planner; and Network World Publisher **Andrea D'Amato** and IDC SVP, Industry Accounts **Michael Deutsch** who handled sales.

The conference was deemed an overwhelming success by attendees, 91% of whom said they would recommend it to their colleagues.

Cloud Leadership

continued from page 1

erated by Gens and Gallant, this interactive session presented the results of a pre-conference research study conducted with registered attendees who were asked to weigh in on what issues and trends they saw shaping the industry. The results were used to drive a discussion with two IT executives and two IDC analysts, with the audience participating as well.

Financial Services CIO Panel. IDC Financial Insights VP/Research **David Potterton** led a group of CIOs from leading financial service companies in a discussion of what they have put in the cloud and why, where they are putting it, what they think of today's cloud offerings and what providers must do to win their business.

Executive Interviews. Gens and Gallant conducted two fireside-chat-type discussions each with representatives from the four companies that served as underwriters of the forum.

Town Hall: A Crowdsourced Session. Throughout the conference, attendees were able to submit question forms (using bright yellow forms collected in a basket) with observations or queries for event hosts Gallant and Gens to pose to a panel of sponsors and other speakers. The result: a dynamic session with additional audience participation and a lively discussion about the role and effects of cloud.

"There are lots of cloud conferences out there, but only the Cloud Leadership Forum focuses on practical, pragmatic information on real-world implementation. It's fast-paced, information-rich and a great venue," said one participant.

Next year's forum is slated for June 12-14 in the same location. Contact Anne McCrory at amccrory@idgenterprise.com. WU

MobiBiz

continued from page 1

Enterprise Solutions and Tenet Computer Group, Inc.

Both Canadian organizations shared the sales efforts, while IDC Canada handled sponsor management and IT World covered exhibiting and logistics details. IDC led the content development and speaker management, and IT World led all marketing, website, logistics and onsite management. IDC Senior Digital Media Analyst **Krista Napier** and Senior Mobility Analyst **Brandon Mensinga** participated in a panel and presented content in two sessions. IT World Canada Editor-in-chief **Shane Schick** served as host.

IT World integrated a birds-of-a-feather session into the event in which attendees with like titles were gathered with IDC analysts to facilitate discussions. "This was a winning formula for engaging attendees and generated high value discussion," Haywood said.

The group discussion touched on several topics including how companies measure mobile deployment success and what applications they would like to see to improve employee productivity and collaboration as well as customer engagement.

The closing panel of CIOs looked at how mobile applications in critical transportation and healthcare implementations are improving and saving lives.

Haywood said feedback from sponsors and attendees was "resoundingly positive" in terms of content, contacts and networking opportunities. "We also had over 1,600 tweets at the event, which is quite considerable given the number of attendees," she said. (Go to #mobibiz.)

To market MobiBiz IT World Canada created videos, still available on the MobiBiz site, showcasing IDC's analysts as well as the sponsors to serve as teasers to promote the event. These were integrated into a variety of marketing vehicles newsletters and updates from IT World.

"I am thrilled our partnership has produced an annual signature event accompanied by so many industry accolades," Annan said. The next MobiBiz will be held in June 2012.

Contact Joanne Haywood at jhaywood@idc.com. WU

*The MobiBiz advisory board and leadership team from IDC Canada and IT World Canada, included (front row, l-r): **Krista Napier**, senior analyst, Digital Media, IDC Canada; **Joanne Haywood**, VP, marketing and product management, IDC Canada; **Fawn Annan**, president and group publisher, IT World Canada; **Shane Schick**, editor-in-chief, IT World Canada. Back row: **Brandon Mensinga**, IDC Canada senior mobility analyst and **Tony Olvet**, group VP/Research, IDC Canada.*

celebrating 10!

Name
Zhao Jingfang

Home
Beijing

Joined IDG (Electronic Engineering & Product World)
July 1, 1999

Career path
July 1999-February 2001, Advertising Dept.; March 2001-December 2006, Editorial Dept; January 2007-November 2009, Online Dept.; December 2009-present, Event Dept.

Current title
Project Manager, Event Department, Electronic Engineering & Product World

What's kept you at IDG for 10 years?
I like the creative opportunities, excellent working conditions and good relationships with colleagues.

Most challenging part of your job
I am in charge of university events and competitions. Before an event, I have to do research, select the topic and set up the timing.

What talent do you wish you had that you don't have?
Speak fluent English.

Best piece of advice you've ever received
You're never too old to learn.

Interests outside the office
Sports, reading and seeing movies.

Family
My husband Zhang Wei and my three-year-old son Zhang Naiqi.

Favorite vacation spot
Anywhere with beautiful mountains and river, calm environment and delicious food.

*Electronic Engineering & Product World's **Zhao Jingfang** celebrated her 10th anniversary at a dinner hosted by IDG Chairman **Pat McGovern**.*

Favorite movies
Roman Holiday and *Sissi*.

Retirement dreams?
Traveling the world with my family.

Manager's profile
"Ten years ago I went to the university to recruit, and I selected Ms. Zhao among dozens of students. She was then a student leader and was very active and responsible, which I considered to be the basic quality of a media staff. Ten years has proven that my choice was right. She is a qualified customer manager who is good at learning and accomplishes any assignments very fast. Her communication skills have won praise from colleagues and customers. She has been so nice and enthusiastic to customers, providing them with high-quality services and winning the trust of many key customers. She has made great contributions to the development of our publication."

— ***Mary Chen**, publisher, Electronic Engineering and Product World*

IDG calendar photos due Sept. 16

The deadline for IDG's annual Employee Photo Calendar contest is fast approaching; entries will be accepted through Sept. 16. First, second and third prize winners will receive $300, $200 and $150, respectively.

Full details are accessible through the link on the home page of www.idgcentral.com. The basics are: Submit up to two color or black-and-white high-res digital images on any subject. Send them to world_update@idg.com with your name, business unit, telephone, fax number and e-mail address in the body of the e-mail.

Online voting by IDG employees will take place for two weeks at the end of September. Good luck!

Change your IDG Central password to one of your choice

If you want to create a more easily remembered IDG Central password, here's how:

Click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts to create the password of your choice.

While you're on the My Profile page, add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Joanne Haywood *IDC Canada*
Julia King *Computerworld*
Anne McCrory *IDG Enterprise*
Karen Ren *IDG China*
Mirja Wagner *IDG Germany*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

25 JULY 2011
VOLUME 41, NUMBER 28

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Inside this issue

IDG U.K. builds CFO World app with Adobe Digital Publishing Platform *page 2*

IDGE's Hulitzky sheds light on cloud computing at MPA conference *page 2*

IDG SMS' Colin Browning in the social media hotseat *page 2*

One on one: IDG Ventures Managing Director Pat Kenealy *page 3*

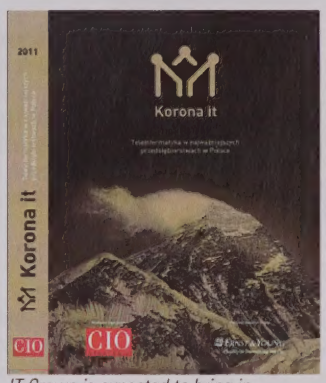
Platform consolidation boosts database efficiency at IDG Netherlands *page 4*

Celebrating 10: Telecom World's Zhao Wei *page 8*

IDG Poland book examines nation's largest IT departments

Following the success of its last profitable book publishing project — "People, Business, Passion," a series of interviews with 31 of Poland's leading IT executives (see IDG World Update, April 29, 2011) — IDG Poland has a second book in pre-production. Called "IT Crown," it looks at 100 of Poland's biggest enterprise IT departments.

The inspiration for "IT Crown" came from IDG Germany's "Die IT-Fakten der groessten Unternehmen" ("IT Facts of the Largest Enterprises"), according to author **Przemyslaw Gamdzyk**, IDG Poland C-level programs executive.



IT Crown is expected to bring in US$60,000 in book and ad sales.

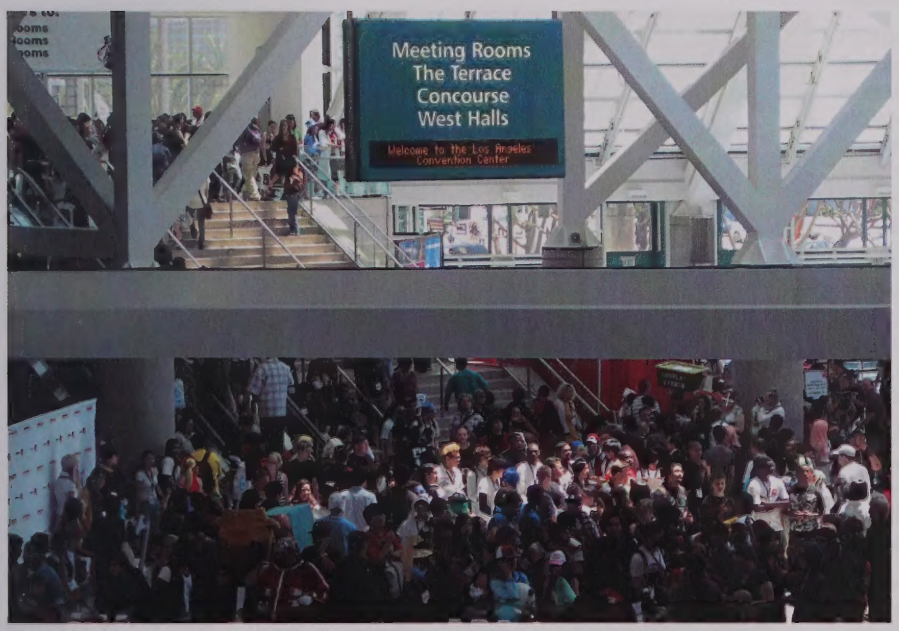
The 270-page hard-cover book offers detailed data on departmental budgets, purchasing plans for the next fiscal year, decision processes, innovation, key decision makers and staff size and organization, with a two-page spread devoted to each IT department. The data was gleaned from interviews with the departments' CIOs done by four members of the IDG Poland staff and a contractor. The IT departments were also ranked by a panel of 10 local IT vendors, chosen by IDG Poland, in terms of innovation, pricing, stability, decision making and other market factors.

"We decided to provide much more detailed information [than IDG Germany's book] with a lot of added numbers and characteristics, as well

continued on page 7

IDG World Expo manages bigger, better Anime Expo

Anime Expo, the largest anime and manga convention in North America, celebrated its 20th anniversary with its most successful event yet thanks in no small part to the efforts of the team at IDG World Expo, which served as show manager for the second year.



Anime Expo drew more than 47,000 fans to the Los Angeles Convention Center.

Held at the Los Angeles Convention Center June 29 - July 2, the four-day celebration of these two hugely popular Japanese art forms — animation and comics or graphic novels as they are also known — drew a crowd of more than 47,000, an increase of close to 30% over last year, and 200 exhibitors, more than 50% of whom have already re-signed for next year's event, according to IDG World Expo.

Anime Expo is owned by the non-profit, the Society for the Promotion of Japanese Animation (SPJA), which last year signed IDG World Expo to a multi-year deal to manage the event. The World Expo team, headed up by **Nina Carrara**, VP of events, handled booth and sponsorship sales, attendee and exhibitor marketing, operational support, and, new this year, housing management and registration.

A highlight of this year's event was a sold-out U.S. debut concert by the holographic Japanese singing sensation Hatsune Miku, which garnered worldwide publicity. Exhibitors showcased tens of thousands

continued on page 5

in brief newsworthy

IDG U.K. builds CFO World app with Adobe Digital Publishing Platform

IDG U.K.'s CFO World brand debuted as a website last October, added a quarterly print magazine in April and this month arrived in Apple's App Store in the form of an iPad app. So far, downloads have been fairly strong, according to **Paul Trotter**, the company's head of mobile, who said that it was downloaded over 3,000 times in the first three weeks of availability. The free app is sponsored by Oracle as part of an integrated print/custom content/mobile sponsorship model.

*Associate Editor **Rhys Lewis** taught himself to use the Adobe Digital Publishing Platform.*

The app was developed in-house by **Rhys Lewis**, associate editor for CIO and CFO World, who used Adobe's Digital Publishing Platform. "There was a bit of a learning curve," said Trotter, "but the basic idea is that any designer with Adobe InDesign CS5 skills can use it with some training. Rhys followed Adobe's training documentation and learned how to use the platform within a few weeks."

The experience provided by Adobe is similar to that of a print magazine but with interactive features, Trotter said. "Users can scroll through articles, swipe between pictures, watch videos and listen to podcasts from within the app," he said. "It also offers great advertising options, allowing advertisers to build interactive ads that are far more engaging than traditional print advertisements."

Trotter said his team is looking at producing digital versions of other IDG U.K. print titles. "It's a fairly time-consuming exercise, however, and could take a designer up to a week to create a digital edition of the print version, so we're currently looking at the feasibility of building that into our current production process."

For more information, contact Paul Trotter at paul_trotter@idg.co.uk.

IDG SMS' Colin Browning in the social media hotseat

HOWARD SHOLKIN

***Colin Browning**, program developer, IDG Strategic Marketing Services (third from left), joined a panel discussion titled "Social Media Hotseat" at the Online Marketing Summit (conference in Waltham, Mass., July 15. IDG Strategic Marketing Services was a media sponsor. Other panelists included (l-r): Elise Neel, VP, comScore Marketing Solutions; Dave Wieneke, digital business strategist, UsefulArts; Malcolm Faulds, SVP, Marketing, BzzAgent; Michael Bird, chief revenue officer, Netprospex; Lauren Vargas, community director, Radian6. The conference attracted approximately 100 marketers, agency professionals, consultants and vendors. On July 26, Browning will join a panel discussion on "How to Achieve Integrated Marketing Success: Identifying & Overcoming Challenges in a Multichannel World." On June 23, **Jeremy Rueb**, VP, Program Development Worldwide, IDG Strategic Marketing Services, joined a panel on the same topic in Seattle.*

IDGE's Hulitzky sheds light on cloud computing at MPA conference

*IDG Enterprise VP, Content Development **Derek Hulitzky** (right) with panelist Abe Cytryn, Time, Inc.'s chief technology officer.*

Spreading the gospel of cloud computing and raising IDG's profile in New York media circles, IDG Enterprise VP, Content Development **Derek Hulitzky** last month not only presented and moderated a panel on cloud computing at the MPA Digital: Technology conference in New York City, he recruited the panelists as well. MPA, the Association of Magazine Media hosted the event.

"When the MPA first approached us — [IDG Enterprise Chief Content Officer] **John Gallant** was originally asked to deliver the session but couldn't because he was chairing a panel at the IDG/IDC Cloud Forum — the MPA wanted a dedicated session on the basics of cloud computing," Hulitzky said. Hulitzky suggested some ideas to the organizers on adjusting the format a bit to provide basic definitions of cloud computing, reference IDG Enterprise's recent cloud computing research and then segue to panelists who are applying cloud computing to their businesses. "The latter would bring forth some real stories from the media community, and the MPA liked this strategy," he said.

Hulitzky, who is the co-author of "Business in the Cloud: What Every Business Needs to Know About Cloud Computing," asked Abe Cytryn, chief technology officer of Time Inc., and Jamie McLellan, CIO of global advertising agency JWT, to talk about their cloud computing experiences. "Besides having extremely relevant credibility with the audience, both have a greater-than-average experience in using cloud technologies," Hulitzky said, "which made them great candidates for this particular panel discussion."

The sold-out 45-minute session drew 320 attendees and was well-received. "The MPA has an extremely strong following among the world's major consumer magazine/media brands — think Time, People, Fortune, Forbes and so on — so while cloud computing isn't at the center of their content wheelhouse, it is extremely relevant to how their audiences will consume media," Hulitzky said.

"This particular MPA conference was focused on technology, and so while everyone is hearing about the cloud, it's still an extremely vague term to most business professionals. This was a fun opportunity to shed some light on the subject to a business professional audience while simultaneously raising industry awareness for IDG's brands."

For more information go to http://www.magazine.org/events/conferences/mpadigital/technology/2011/program-agenda.aspx or contact Derek Hulitzky at dhulitzky@idgenterprise.com. WU

one on one the interview

Pat Kenealy
A managing director at IDG Ventures in San Francisco, Pat Kenealy is this week's columnist. Reach him at pk@idgventures.com.

*L-R: IDG Ventures Managing Directors **Phil Sanderson**, **Pat Kenealy** and **Alex Rosen** comprise the company's U.S. investment team.*

IDG Ventures U.S. at-a-glance

Year established 1996

Location San Francisco

Number of employees 7

Investment professionals 4

Website www.idgvsf.com

Current number of portfolio companies 15

Primary types of companies targeted Focused by sector (new media, gaming, e-commerce and IT — broadly defined); geography (U.S.), and stage (product launched or launching, company seeking $1 million to$10 million investment).

Business plans reviewed We hear of roughly 1,000 opportunities per year, read roughly 600 business plans, per year, see roughly 300 investor presentations per year, and invest in roughly six companies per year.

Q What is IDG Ventures U.S.?

A We are a San Francisco-based venture capital company investing in technology and new media start-ups. We are part of the IDG Ventures-branded global family of venture capital partnerships in which IDG is a major limited partner. The IDG Ventures partnerships in China, India, Korea, the U.S., and Vietnam have separate and independent management companies, staffed by local investment teams that make all the investment decisions. **Alex Rosen**, **Phil Sanderson** and I make up the investment team at IDG Ventures in the U.S.

Q What attributes of a company are most important when considering an investment?

A We look at the product or service produced; the size and growth of the market served; and the intelligence, flexibility, tenacity and integrity of the founders. Every VC has a top criterion among these, but they are all in the mix.

Q What are a few current investments you're excited about?

A Among this year's investments, we're psyched about Funzio a brand-new company which makes a (wild) multi-platform video game called Crime City, and Expect Labs, which is building next-generation search technology. In the portfolio overall, we're very pleased with TuneUp.com, which makes a utility to fill in and clean up the metadata in your music collection, and Minted.com, which sells personalized, crowd-sourced holiday cards, invitations and other stationery. If World Update readers look at our portfolio at www.idgvsf.com/PortfolioCurrent.html and see something they like, they can e-mail me directly and inquire about IDG family discounts, which can be substantial!

Q What have been some notable past investments of the team?

A Some of our most successful investments have been with companies including AdKnowledge, Andromedia, BabyCenter, Bamboo.com, MySimon, Niku, Sapient, Service Metrics, SideStep, Sina.com and Spinner.com.

Q What general guidelines do you follow to know when is the right time to exit an investment? What's an acceptable rate of return?

A Most of our heavy lifting is finished when our portfolio companies achieve repeatable profitability and growing revenues in the tens of millions. We stay involved with a portfolio company, on average for four to six years, usually through a fair number of ups and downs. Venture-funded companies thrive, struggle or die one-by-one, but we try to invest in companies where we have a clear possibility of making five times our investment, and we shoot for a portfolio-wide rate of annual return of 35%.

Q How would you describe the current U.S. venture capital financing climate, and what are your expectations over the next year or so?

A We have been much busier in the last 12 months than in the prior two years. There are many good opportunities, but the current VC landscape is very competitive and a little bubbly, especially at the angel layer of the ecosystem. We have to watch tech cycles, general economic cycles, and venture capital industry cycles. When at least two out of three are on the upswing, we're smiling.

Q Do you work with IDG business units at all?

A All the time! We often ask advice from subject matter experts among IDG journalists and analysts, and from IDG's well-connected publishers, executives and sales reps. We love to hear from anyone in the IDG family about new start-ups that they think are neat. (My e-mail address is pk@idgventures.com.) To that end, we are working on a more formal referral program to reward IDGers who send us leads that actually turn into investments. Stay tuned.

Q To what extent does IDG Ventures in San Francisco interact with other IDG Ventures funds worldwide?

A The key IDG Ventures investment professionals from our companies in China, India, Korea, Vietnam and the U.S. compare market conditions, technology trends and best practices all the time. We meet once a year in person, and two other times each year by telephone — just like the IDG Global Product Line meetings.

Q It's been 15 years since you left PCWorld to help launch IDG Ventures. What have been some key things you've learned about the venture capital business over the years?

A It's more like media than you might think: Venture capitalists look at lots of products and services, try to identify the best ones and tell the world about them. A great VC adage I often repeat: "If it wasn't risky they wouldn't call it *venture* capital." WU

Platform consolidation boosts database efficiency at IDG Netherlands

Before their complete overhaul, IDG Netherlands' user databases were "totally unworkable," according to Database Manager **Stefan Tanamal**. After a restructuring that began in 2008 and took nearly a year, the more than 25 databases are now on a common platform, allowing IDG Netherlands to better target its users.

"The single database gives us a much better insight into our users," Tanamal said. "Our goal is to get more users into our database and, of course, to know more about them." IDG Netherlands is currently running several kinds of campaigns on this database platform — registration campaigns for events, magazine and e-newsletter subscriptions, log-in modules, one-time e-mail blasts and contests.

HANS KLUPPEL

*L-R: Database Managers **Stefan Tanamal** and **Jeske Fonck** and Digital Media Marketer **Talitha Voerman**.*

Before their consolidation on a single platform, each IDG Netherlands brand had its own database and process for using it (there were eight brands in 2008; there are now 11). "Each brand had its own registration module on its website, its own newsletter/e-mail tool, etc.," Tanamal said. "The brands didn't work closely together, and data was not structured. Many of the databases were not as clean as they should be, and the data we had was in different formats."

For example, the IT news site Webwereld's daily e-newsletter was being sent to more than 45,000 users. Tanamal said he knew Webwereld's database contained many outdated, unused e-mail addresses. "The bounce-back rate was very high," he said, "but the system we used didn't give us a good insight into what was happening."

With the growing importance of lead generation, IDG Netherlands decided to completely reorganize its database structure and look for a new database system. A project team was created and within six months decided on Selligent Interactive Marketing's Messagent Campaign Suite.

"In essence, it's an e-mail tool, but it has very good interactive and cross-channel campaign management capabilities," Tanamal said. "It allows us to manage our database and run e-mail, newsletter and event registration campaigns, as well as online surveys. We can build registration pages using Messagent's Design tool and connect those pages directly to our database lists using the Campaign tool. These tools lightened the workload of our developers who'd had to create these pages."

Database Managers **Jeske Fonck** and **Jeroen den Haan** (no longer with the company) devised a way to put all the names from each brand's database into the Messagent database. Their first task was to create a standard demographic profile for each user. (As a blueprint, they used the IDG Central user profile, Tanamal said.) Before putting the names into the new database the team also had to research which IDG Netherlands databases were used for what purposes. "We had to make some hard decisions in deleting databases because we were unsure how we had collected the data or the data was very old," Tanamal said.

Another challenge was to connect IDG Netherlands' subscriber database with the new Messagent database. "We still use the subscriber database because of its invoicing module," Tanamal said, adding that both databases are now linked and synchronized automatically each day.

The first brand to move its user database to Messagent was ChannelWorld.nl in 2008, and within 10 months all the brands were transferred. Tanamal noted that a database is never truly finished and that "our challenge is to get more names in our database and more data on our users."

To that end, IDG Netherlands has, for instance, seen a dramatic increase in users supplying information on their budget responsibilities, thanks to the addition of a question about it on the registration page for some of its events. "We added the same question on the thank-you page in the registration campaign for our free 'IT Survival Guide,'" Tanamal said. (See IDG World Update, May 12, 2011.) "It wasn't a required field, but more than 85% of all subscribers were willing to answer it." IDG Netherlands saw similar results when it added an optional thank-you-page question about users' fields of interest in order to drive potential subscriptions to its topic-based e-newsletters.

Sponsored contests targeting industry niches have also proved valuable lead generation tools. A 2010 SysAdmin of the Year contest on Techworld.nl sponsored by Neomax pulled in 110 system administrators' names as well as 11,000 euros (US$16,000) from Neomax. (Another 300 people recommended system administrators for the content but did not leave a full profile. They were added to the database for marketing purposes.) A second iteration of the

continued on next page

continued from previous page

contest, again sponsored by Neomax, recently ended a successful run on Webwereld, drawing 472 new names.

Similar to the SysAdmin contest was an IT Manager of the Year campaign on Computerworld Netherlands. This was "a slightly difficult target audience," Tanamal said, "but we managed to get 50 qualified participants for this campaign sponsored by IS InterNed Services." One hundred and twenty people recommended an IT manager for the contest, and IDG Netherlands earned 10,000 euros ($14,500) with this campaign.

IDG Netherlands has seen a dramatic increase in users supplying information on their budget responsibilities, thanks to the addition of a question about it on the registration page for some of its events.

A Webwereld contest on hacking last year added 500 new names in the database (see IDG World Update Aug. 23, 2010). The contest did not have a sponsor, but security training firm Certified Secure helped develop the contest, which challenged players to obtain a secret document from the 'Ministry of Obfuscation,' and provided a prize for the winner.

"People really liked this challenge and learned a lot by competing," Tanamal said. So it's not always a big sponsorship that makes a campaign a success; it's also important to keep the users satisfied and regularly come up with things that will interest them." Webwereld is currently looking for a sponsor for another hacking contest.

IDG Netherlands is also experimenting with registered content on Webwereld and has archived multiple sponsored webcasts behind a registration wall (http://webwereld.nl/events). "Usually we will put a webcast in this section after the webcast's campaign has finished and after we delivered the leads for that campaign. People can still access this valuable content as long as they provide their profile data and create a Webwereld account," Tanamal said.

Computerworld is also testing the audience for premium online content with its series of management white papers; the first, on cloud computing, was posted earlier this month (http://computerworld.nl/special). Interested readers can access the white paper after leaving their e-mail address and data such as the type of industry they work in, their job function and company size. Tanamal said that in slightly more than three weeks, "we had just over 300 downloads, which was our target."

For more information contact Stefan Tanamal at stanamal@idg.nl. WU

Anime Expo

continued from page 1

of products and a sold-out "Artists Alley" provided a venue for amateur and semi-professional artists to display their work. Artist panels and autograph sessions let fans hear directly from many of the best-known anime and manga artists and there were several world premiere screenings, non-stop karaoke and dance as well as costume play that allowed fans to dress as their favorite anime and comic characters.

In addition to Anime Expo, IDG World Expo currently produces two other large events — Macworld and E3 — which attracts 25,000 to 47,000 people, and several small events that draw several hundred to several thousand attendees. Those include: QuakeCon (www.idgworldexpo.com/quakecon), Halo Fest (www.idgworldexpo.com/halofest) and the just-announced Enterprise MobileNext (www.mnextforum.com), which will be produced in partnership with IDC and held Nov. 29 - Dec. 1, in San Francisco.

For more information, contact Cindy Hart at chart@idgworldexpo.com. WU

Cosplay (derived from costume play) is a popular activity at Anime Expo, where attendees don elaborate costumes worn by their favorite game or anime characters.

noteworthy people

Promotions

There have been several promotions at **IDG Global Solutions** and **Strategic Marketing Services**. "Over the past six months we have been thinking about how best to leverage the expertise and resources across IGS /SMS to create an even stronger value proposition for IDG and our clients," said **Matthew Yorke**, IGD president. "Our aim is to structure an organization around several simple values: accountability, core competencies, sales excellence and focus. Sales leadership and no dollar left behind are our mantra. To that end I am delighted to announce the following promotions:"

Ramanathan

Previously IGS commercial director, **Kumaran Ramanathan** is now managing director. "Ram has made significant contributions to the business since his return in October 2010 and has a very strong track record of leading large organizations to launch new products and services and driving revenue growth via sales excellence," Yorke said. *kr@idg.com*

IGS Director, International Sales **Neil Michael** of IGS is now VP International Sales. "Neil has worked within the international technology space for 15 years, six of which have been with IGS. He has been at the forefront of our revenue growth and sales of lead generation solutions. He will manage the international agency sales team and work with the various group heads to take them to the next stage of revenue growth." *neil_michael@idg.com*

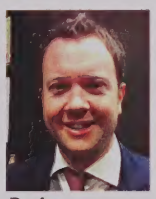
Lee

IDG SMS SVP, Strategic Programs and Custom Solutions Group, **Charles Lee** has been promoted to SMS SVP. "Charles has been leading our program development and program management teams whilst also managing the IDGE CSG operation," Yorke said. "The success across these groups is a testament to his hard work and expertise." *charles_lee@idg.com*

Rueb

SMS VP, Program Development **Jeremy Rueb** adds "Worldwide" to his title. "Jeremy has been leading the SMS program development team, and the success is seen in our innovation and revenues. In his new role as noted above he will add management for SMS program development and for the IGS program development team we are currently building out. We are doing this because there is a real core competence in our SMS marketing services approach that we have developed over the past few years." *jeremy_rueb@idg.com*

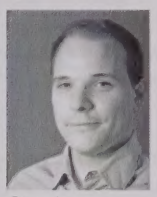
New employees


Drake

Christian Drake joins **IDG Global Solutions U.K.** as director, International Sales. He was mostly recently group sales manager with Reed Business Information's Microscope and ComputerWeekly; he developed the latter's event business "from nothing to £750,000 (US$1.2 million) in 18 months." He holds a B.A. in history from Brunel University in West London. He claims that "with three small children my spare time outside of work is extremely limited," but he enjoys swimming, squash and mountain biking. *christian_drake@idg.com*

Ahmad

Asma-Bari Ahmad joins **IDG Business Media** in Munich, Germany, as a marketing database operations trainee. She holds an M.A. in arts and literature from Ruprecht-Karls University in Heidelberg and enjoys reading, horseback riding, cycling and yoga. *aahmad@idgbusiness.de*


Sternberg

IDG Communications Media in Germany has hired **Julian Sternberg** as an online systems administrator. He was previously an accounting operations manager with Siemens IT Solutions and Services and holds Linux Professional Institute Certifications 1 and 2. In his free time he enjoys photography, playing the guitar and mountain biking. *jsternberg@idg.de*

von Richthofen

New at Germany's **IDG Magazine Media** is Key Account Manager **Thomas von Richthofen**. He was previously a senior sales manager with Nayoki Interactive Advertising, a Bertelsmann company. He earned a degree in business administration from Munich's University of Applied Sciences and enjoys golf, skiing and history. *trichthofen@idgmagazine.de*

Supguth

Also new at **IDG Magazine Media** is Online Journalist Trainee **Christoph Supguth**. He previously worked in technical and administrative support at Jochen Hilgers and holds a technical journalism diploma from Bonn-Rhein-Sieg Hochschule. Away from the office he enjoys tae kwan do, film and guitar. *csupguth@idgmagazine.de*

Mark Warburton joins **IDG Connect**'s London office as an editorial assistant. Also the assistant editor of the IDG Connect blog, he was previously a policy and intelligence brief writer with Local Government intelligence Unit, a London-based political think tank. He earned a B.A. in philosophy and an M.A in sociology from the University of Kent and the University of Warwick, respectively, and enjoys travel, combat sports and watching soccer. *mark_warburton@idg.com*

Nicole Day is **IDG Enterprise**'s new office coordinator for the the Events group. She was previously leader support specialist with PTO Today, Inc. She holds a B.S. in hospitality management from Johnson & Wales University in Providence, R.I., and enjoys reading and spending time with her children. *nday@idgenterprise.com*

New at **IDG Communications U.K.** is Online Designer **Joanne Sperryn**. She previously worked at Swiftcover.com as a digital designer of e-mail marketing and digital campaigns. She studies at Friends of Design — Academy of Digital Arts in Cape Town, South Africa, earning an Adobe Distinction diploma. A qualified scuba diving instructor, she also recently joined a hockey club. *joanne_sperryn@idg.co.uk*

Dougal

Also new at **IDG Communications U.K.** is Junior Web Developer **Adam Dougal**. He held a similar title at his previous job at Merck, Sharp and Dohme where he created and maintained the company intranet. A recent graduate of the University of Greenwich, he holds a B.S. in mathematics and computing. Involved in scouting since age six, he enjoys camping and hiking and is also a sailing instructor and Stevenage FC football fan. *adam_dougal@idg.co.uk*

Emily Harris joins **IDG Enterprise**'s Events team as event sponsorship coordinator. She was previously director of events for the Greater Tampa (Fla.) Chamber of Commerce. A graduate of the University of South Florida, she holds a B.A. in communications. In her free time she enjoys volunteering at animal rescues and spending time with her miniature schnauzer. *eharris@idgenterprise.com*

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Heinz Zimmermann *IDG Germany*

28
Georg Sing *IDG Germany*

25
Wally Clegg *PCWorld*

20
Keith Henry *IDC U.K.*

19
Ola Fors *IDG Sweden*
Sally Hudson *IDC*
Michael Wallace *IDC*

18
Frank Froma *IDG Netherlands*
Carol Glasheen *IDC*

17
Anders Sjölander *IDG Sweden*

16
Ulla McGee *PCWorld*
Mette Ahorlu *IDC U.K.*
Christian Jahr *IDG Germany*
Keith Kmetz *IDC*

15
Achim Schaefers *IDG Germany*
Kitty Fok *IDC Hong Kong*
Rumi Nakano *IDC Japan*

14
Elizabeth Girioni *IDC*

13
Anne Kittel *IDG Switzerland*
Davy Adams *IDG Australia*
Andreas Perband *IDG Germany*
Ron Glaz *IDC*

12
Barbara Duphily *IDG*
Isa Korn *IDC U.K.*
Stéphane Krawczyk *IDC France*
Mike Hartmann *IDG Germany*
Anders Engström *IDG Sweden*
Fredrik Claesson *IDG Sweden*

11
Sue Voelkel *Macworld*
Lisa Stephenson *IDG Enterprise*
Michael Berezowski *IDG Poland*
Tomoaki Sato IDG Japan
Nelly Visanji *IDG Sweden*
Anna Toncheva *IDC*

9
Kate Godfrey *PCWorld*
Jason Snyder *InfoWorld*
David Bhulapatna *IDG Germany*
Kai Schmidt *IDG Germany*
Dirk Steiger *IDG Germany*
Verity Homewood *IDG Global Solutions EMEA*

8
Turid Hegseth *IDG Sweden*
Nancy Gershlak *IDC*

7
Ankoo Batra *IT World Canada*
Chris Lewis *IDC U.K.*
Szymon Augustyniak *IDG Poland*
Li May Chew *IDC Singapore*
Lisa Rowan *IDC*

6
Patrick Shaw *GamePro*
Tami Gargus *PCWorld*
Cornelia Brunschwiler *IDG Switzerland*
Michael Friedenberg *IDG Enterprise*
Jeff Jedras *IT World Canada*
Catharine Leman *IDC U.K.*
Damian Hatcher *IDG Global Solutions EMEA*
John Rydning *IDC*
Tomoko Nakatsukasa *IDC Japan*

5
Kristian Hansen *IDG Denmark*
Maria Belen Alemany *IDC Argentina*
Tarun Bhasin *IDC Canada*
Sung-Hwan Hwang *IDC Korea*
Sara Knapik *IDC*
Masahiro Katayama *IDC Japan*

4
Justin Counts *PCWorld*
Donald Malouf *PCWorld*
Jakob Scheikl *IDG Germany*
Heike Koehler *IDG Germany*

3
Nick Mediati *PCWorld*
Lennard Hoogenraad *IDG Netherlands*
Arianna Ardia *IDG Netherlands*
Maria Del Carmen Abril *IDG Spain*
Gowtham Kumar Sampath *IDC Center for Consultancy and Research/India*
Syed Zaidi *IDC*
Kimberly Robinson *IDC*

2
Andrew Trice *PCWorld*
William Petch *IT World Canada*
Tobias Veltin *IDG Germany*

1
Kate VandenBerghe *Macworld*
Nelson Hong *PCWorld*
Armando Rodriguez *PCWorld*
Nicolis Delis *IDG Switzerland*
Tyson Dover *IT World Canada*
Michael Majewski *IDG Poland*
Sebastian Ostrowski *IDG Poland*
Christian Jørgensen *IDG Denmark*
Peter Kühne *IDG Germany*
Renan Canicissu Garcia *IDC Brazil*
Helen Savage *IDG Global Solutions EMEA*
Carri Cui *IDC China*
Hasry Zai Ibrahim *IDC Malaysia*
Pankaj Chawla *IDC Singapore*
Brenda Lim *IDC Singapore*
Chris Dover *IDC*
Pablo Rivera *IDC*
Brandon Mensinga *IDC Canada*

IT Crown

continued from page 1

as short interviews with the departments' CIOs in which we also asked them about their three biggest challenges and three biggest successes," Gamdzyk said. "It will be valuable for CIOs to compare their company against their peers' in a similar context."

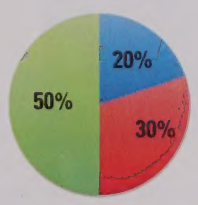
"IT Crown" is sponsored by Ernst & Young, which also provided a series of essays based on a global CIO research study it had done. Local IT vendors and consulting firms were offered the chance to buy full-page display ads in the book as well. Gamdzyk conservatively estimated the final revenues for the project would be approximately US$60,000, based on ad sales and projected single-copy sales. The book will be distributed free to Poland's 500 biggest companies, and copies will also be sold to local IT vendors for $70 per copy. "Pre-orders look very optimistic," Gamdzyk said.

Seeing "emerging business opportunities with exclusive research," Gamdzyk said IDG Poland plans to continue the book series devoted to top-level managers, including chief financial officers. "We want to explore the other publishing opportunities around CIO brand, and industry-specific issues are on the top of our list," Gamdzyk said.

For more information contact Przemyslaw Gamdzyk at przemyslaw_gamdzyk@idg.com.pl.

Question of the Week results for July 18

How do you think the recent phone hacking scandal will affect Rupert Murdoch's media empire?



Log on to www.idgcentral.com to vote on this week's question:
Have you tried Google+?

celebrating 10!

Name
Zhao Wei

Home
Beijing, China

Joined IDG
Sept. 1, 1999

Career path since joining IDG
1999-present: Sales, Advertising Department, Telecom World

Current title
Sales manager of advertising, events and online

What's kept you at IDG for 10 years?
I learn a lot from my work, and I like the harmonious atmosphere of our team.

What's the most memorable thing that's ever happened to you at work?
Successfully negotiating with a customer the first time I met him.

Most challenging part of your job
Expanding the number of new customers every year.

Of what accomplishment at work are you most proud?
I surpassed my sales quota before the end of the year.

What talent do you wish you had that you don't have?
Swimming

Favorite way to work off stress
Shopping and seeing movies.

Interests outside the office
Traveling, seeing sports competitions.

Family
My husband Guo Linzheng

What did you want to become when you were a child?
A policewoman

If you won the lottery tomorrow, you would
Buy a new house, travel, donate to children in poverty-stricken areas.

One possession you'd grab if your house were on fire?
Photos of my family and friends.

Favorite vacation spot
Buenos Aires

Favorite movie
Gone with the Wind

*Telecom World's **Zhao Wei** celebrated her 10 years of service to the company at a dinner hosted by IDG Chairman **Pat McGovern**.*

Your idea of a perfect day alone?
Watching a favorite movie and reading.

Retirement dreams
Traveling around the world

Manager's profile
"In the past 10 years, Wei has played an active role in copyright cooperation with the overseas and advertising agents with her good English communication skills. She is honest and gets along with customers very well. She is kind and calm and very popular among colleagues.

— Yanqing Jiang, Telecom World publisher

Don't forget to enter the photo calendar contest!

Entries are now being accepted for IDG's annual employee photo calendar contest. The deadline is Friday, Sept. 26. First, second and third prize winners will receive $300, $200 and $150, respectively. You may submit up to two color or black-and-white images; digital images must be high-resolution files suitable for publication in a printed calendar. Please include your name, business unit, e-mail address and a title for your photo. Complete instructions are available on IDG Central (www.idgcentral.com).

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Przemyslaw Gamdzyk *IDG Poland*
Cindy Hart *IDG World Expo*
Derek Hulitzky *IDG Enterprise*
Karen Ren *IDG China*
Howard Sholkin *IDG Communications*
Stefan Tanamal *IDG Netherlands*
Paul Trotter *IDG U.K.*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

1 AUGUST 2011
VOLUME 41, NUMBER 29

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Christer Björkin returns to lead IDG Sweden

Christer Björkin will take over as CEO at IDG Sweden effective Aug. 22. Bjorkin will succeed **Lars Dahmén**, who is leaving IDG after 24 years to become CEO of Sydsvenska Dagbladet, one of Sweden's leading daily newspapers.

"I am really happy and proud to be back with IDG."

— Christer Björkin

Björkin is no stranger to IDG, having previously spent eight years — 1991 to 1999 — with the company in various sales and marketing positions, including business manager of Computer Sweden.

Since leaving IDG Sweden in 1999, Björkin mainly has been working for Talentum Sweden AB (one of the largest publishing companies in the country). During the years 2003-2009, he served as the company's managing director. Björkin is also co-founder of two Internet companies (software development and price comparisons) and served as a digital media consultant with his own company.

***Christer Björkin** spent eight years with IDG Sweden in the 1990s.*

"Christer is an accomplished media executive whom we are very pleased to be welcoming back to IDG," said **Bob Carrigan**, CEO of IDG Communications.

"I am really happy and proud to be back with IDG," Björkin said. "I look forward to working with all the talented people at the Swedish office as well as internationally."

Björkin earned a degree in business/marketing from the University of Stockholm and is fluent in English and conversant in German, Spanish and French. Outside the office he enjoys music, golf, travel, foreign politics and cooking.

Dahmen will remain with IDG to assist Björkin in a transition period in late August and early September. WU

IDG enters Bangladesh market with three brands

CIO, Computerworld and GamePro will enter the Bangladesh tech publishing market on Aug. 1, produced by new IDG licensing partner Datacloud Communications Bangladesh.

The English-language publications are the first of their kind in the market that are tied to an international brand, said CEO **Sohel Rahman**, who also serves as executive editor. "CIO and GamePro are also the only magazines of their kind in any language in this market. Computerworld's competition comes from advertisement-oriented, rather than content-oriented, Bengali-language magazines with very poor brand equity and distribution. They get their content from the Internet, and the quality of the translation tends to be poor."

Online components for each of the brands should be ready in the next month or so.

Rahman said he expects the 10-person staff, which includes Editor **Adnan Shams Ahmed**, to expand to 15 employees by the end of the year. "Being fluent in both Bangla and English is important because we're publishing for an affluent segment — about 1,000,000 English-language readers nationwide."

Rahman has spent 25 years in the U.S., where he grew up, graduated from the University of California/Berkeley and worked for a number of years. His family has been involved in journalism and publishing in the region for more than 100 years, and their company had published PCWorld under license to IDG for 16 years before discontinuing it last year. Ahmed attended an English

continued on page 2

Inside this issue

Send in your photos for the IDG Calendar Contest *page 2*

CW Hong Kong honors region's best IT products, services *page 3*

IDG Professional program focuses on enhancing leadership skills *page 3*

IDG Germany alumni network preserves connections *page 4*

Bangladesh

continued from page 1

private school in Bangladesh and did his college studies at the University of Queensland. "We're looking for people of similar background," Rahman noted.

Rahman

Initially, most of the content will be sourced from sister IDG publications around the world, but Rahmen said he anticipates a 70%:30% global to local content ratio in about a year. Local reporting will be done by ICT reporters who submit stories for consideration. Local articles will come from readers, including CEOs, CIOs, gamers and consumers. "We'll be the first publisher here to generate quality local content through peer perspective opinions, insight and analysis from our local audience."

Each of the magazines will have an online presence beginning Sept. 1.

CIO targets CEOs, CIOs and CSOs of multinational and Bangladeshi corporations. Since the target group also represents most of the Mac users in the country, the publication will also carry some Apple-related content. The magazine and the upcoming online forum will serve as the platform for the country's first, and soon-to-be-formed, CIO and CSO Association. "We're the voice of our readers, and their submissions and discussions are at the heart of our local content," Rahman said. "No other tech magazine has this approach."

He aims to design several golf weekend events by the end of 2011 that will serve as networking and learning opportunities. CIO begins with an initial readership of 5,000. Circulation will come mainly from corporate subscriptions, with some direct distribution in select bookstores, international hotels and Mac stores frequented by C-level executives.

Ahmed

Computerworld targets ICT users or instructors in academia, tech professionals and, since PC World is no longer published locally, PC users. Initial circulation is 10,000, mainly via individual subscriptions, as well as corporate subscriptions from colleges and direct distribution in bookstores, international hotels and tech stores. Six newspaper distribution companies will target sidewalk kiosks and newsstands. Rahman said he hopes that content generated online and via submissions on the CW and CIO sites will help the team design master class events for business leaders and tech professionals. ERP, cloud computing and transitioning into Web 2.0 and e-commerce are key topics of interest, he said.

GamePro targets the affluent gamer community, and its website will be the platform for the country's first Gamer Association. Rahmen aims to design gaming events and tournaments by June 2012. The initial circulation of 10,000 will rely mainly on individual subscriptions and distribution in bookstores, DVD and game stores, trendy cafes, tech stores and, like CW, sidewalk kiosks and newsstands.

If all goes well, Rahman hopes the company will expand into the middle-class segment of about 75 million Bengali-language readers in about five years. At that point, he will create an editorial team for high-quality translations of original IDG content.

For more details write to Sohel Rahman at datacloud.ceo@gmail.com.

WU

Mission: possible

Built into the mission statement for Datacloud Communications Bangladesh is the philosophy of using the company's professional and social networks to help make a difference in the lives of those less fortunate.

In mid-July, the company formed a partnership with the JAAGO Foundation (http://jaago.com.bd), which focuses on literacy and nourishment for disadvantaged children. Datacloud will volunteer, recruit volunteers, promote the foundation's work, and donate 2.5% to 5% of subscription and sales revenues to be spent on English-language and ICT education in JAAGO's schools. Internally, the company will match all individual donations from the staff to JAAGO.

Change your auto-generated IDG Central password to a user-friendly version

Here's how to create a customized IDG Central password:

Click on the My Profile link on the home page of www.idgcentral.com. Click on the Change Password link on the right side and follow the prompts to create the password of your choice.

While you're on the My Profile page, add a profile photo, invite colleagues to be part of your network, join a discussion group and add a post in the "What are you working on?" feed.

Don't be left out — photo calendar deadline is Sept. 16

Entries are beginning to roll in for IDG's annual Employee Photo Calendar contest. Don't wait until the last minute to enter — the deadline is Friday, Sept. 16. The calendar, which is mailed to IDG offices worldwide, is your opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what you need to do:

- You may submit up to two color or black-and-white digital images on any subject. Digital images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone, fax number and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com.
- Entries must be received by Sept. 16, 2011.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in late September. Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Any questions may be directed to the World Update editors at world_update@idg.com. Good luck!

WU

CW Hong Kong honors region's best IT products, services

Computerworld Hong Kong held its ninth awards event at the end of June celebrating the region's best IT products and services. The award ceremony — "the premier IT award event in Hong Kong," said CWHK Editor **Stefan Hammond** — drew 120 of Hong Kong's tech leaders to the J.W. Marriott Hotel.

*Front row (l-r): **Yan Lai**, human resources and administrative executive; **Joyce Chung**, events manager; **Stephanie Tsang**, events coordinator; **Chee-Sing Chang**, Enterprise group editor; **Stefan Hammond**, editor; **Candice Tsang**, events manager; **Connie Yip**, account director; and **Jessie Choi**; account manager. Back row: **Alex Wu**, administrative assistant; **Carvin Lee**, senior sales and marketing executive; **Teresa Leung**, senior reporter; and **Simon Yeung**, publisher.*

Forty-six crystal-star awards were given out in six categories: hardware, networking, security, services, applications and storage. Finalists, runners-up and winners are chosen by CWHK readers. Hong Kong-based mobile content/application firm Green Tomato won the Technology Company of the Year award for its technical expertise and innovation.

Green Tomato's short but rich history includes a successful period of creating WAP-based services for mobile operators from 2003 up to 2006, when it was awarded ground-breaking deals with Disney and Sanrio (creators of Hello Kitty) to develop exclusive mobile services and help deliver content to the public. Other projects since then include the Musicholic app, the company's first venture into developing full-featured applications. A project with CSL, Musicholic is a one-stop shop for music and videos that can be downloaded to mobile devices.

"The Computerworld Hong Kong Awards provides an important benchmark for the local IT industry," said CWHK Publisher **Simon Yeung**. "The winners have successfully met the diverse concerns of Hong Kong and regional IT companies."

An IDG licensee, CWHK publishes 10 print issues per year, reaching 10,000 local IT professionals and another 10,000 via its website (www.cw.com.hk)

For more information contact CWHK Editor Stefan Hammond at shammond@questexasia.com. WU

IDG Professional program focuses on enhancing leadership skills

A select group of IDG and IDC employees, nominated by their managers, recently attended the two-day IDG Professional program in San Francisco.

The IDG corporate training program is designed to help participants recognize and foster their leadership skills.

Participants explored 10 core leadership characteristics and learned from five IDG leaders and managers who were invited to address one or more of those characteristics and provide additional real-world examples.

*Back row (l-r): **Jay Chou**, IDC; **John Powers**, IDC; **Justin Counts**, PCWorld | Macworld; **Jim Hopkins**, PCWorld | Macworld; **Ashley Wilson**, IDG Strategic Marketing Services; **Linus Larsson**, IDG Sweden; **Ruth Flynn**, IDC; **Dan Lehmke**, IDC; **Scott Guinn**, IDC; **Patrick Gorman**, IDC. Front row (l-r): **Sahaja Sarathy**, IDC; **Eri Meyer**, IDC; **Ginny Mies**, PCWorld; **Nida Thognopneua**, IDC; **Anne McDonald**, PCWorld; **Melanie Posey**, IDC; **Karen Chu**, GamePro; **Jessica Reback**, GamePro; **Lynn Van**, IDG Enterprise. Not pictured: **Michael DeHart**, IDC.*

*Read the full version of this article on IDG for more details about the IDG Professional's program content and participants' reflections. For more details contact IDG Training and Development Director **Laurie Butson** at laurie_butson@idg.com.*

IDG Germany alumni network preserves connections

Former employees invited to join online network, attend annual gathering

In the interests of resuming a dialog with former members of its staff, IDG Germany has launched IDG Alumni. IDG Alumni is a network of former employees that is organized largely through the social networking platform XING (www.xing.com/de).

The first face-to-face meeting was held on July 21 at the IDG Germany office in Munich. Some 150 one-time employees — some retired, some working for other companies — attended the event. IDG Germany CEO **York von Heimburg** welcomed the group, showed a video produced by IDG Germany and discussed the company's transformation from a publishing house to a media corporation.

***Stephan Scherzer**, (second from left) who spent 16 years with IDG Germany and four with PCWorld | Macworld before leaving to become CEO at Germany's VDZ, chats with former colleagues.*

The goals of the IDG Alumni group are to:

- Create a community that can network with the current staff resulting in an exchange of experience that will be mutually beneficial.
- Establish a sustainable platform for ongoing dialog on trends and future developments in the media industry.
- Have fun with a group of like-minded people with similar professional interests.
- Provide ongoing information about developments at IDG and perhaps even tempt some former staff to rejoin the company.

Following the presentation, guests were invited to mingle with each another and current staff, while enjoying light refreshments. "We were overwhelmed by the positive response; quite fantastic!" said von Heimburg. "It was good to see so many former colleagues again. We will certainly organize more alumni meetings in the future."

Some 150 former staff members accepted IDG Germany's invitation to attend an IDG Alumni-sponsored get-together at the company's office on July 21.

Executive Assistant **Monika Kukulj** is responsible for updating IDG Germany's XING group,whih will provide news on activities and accomplishments at IDG Germany while serving as a way for former employees to remain in touch with each other and IDG. A total of 800 one-time colleagues were contacted via XING, e-mail or letter regarding the kickoff event.

Contact Monika Kukulj at mkukulj@idg.de. WU

Follow the leader

Staff at IDG International Publishing Services recently took to the streets (and sidewalks) of Boston for a two-hour tour aboard Segways. Despite the blistering temperature that peaked at 103°F and their lack of experience riding the "personal transporters," the group returned safe and sound. At left, IDG IPS President & CEO **David Hill** leads staff members including **Isabelle Jones**, **Debbie Waters**, **Nick Barber**, **Patricia Smith**, **Michele Putt**, **Penny Winn** and **Don Botts**. What's your office up to this summer? Share photos from your summer outings by sending them to world_update@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Christer Björkin *IDG Sweden*
Martin Fältström *IDG Sweden*
Stefan Hammond *CW Hong Kong*
Monika Kukulj *IDG Germany*
Sohel Rahman *Datacloud Communications Bangladesh*
Jennifer Spencer *IDG*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG WorldUpdate

8 AUGUST 2011
VOLUME 41, NUMBER 30

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDC welcomes 15 interns to annual summer program

Interns gain valuable experience while making significant contributions

Fifteen talented young people are gaining valuable work experience while making significant contributions to projects across IDC's research divisions and other functional areas this summer as part of IDC's annual summer internship program. For over a decade, IDC's HR group has organized this 10-week program that pairs high-potential college and graduate students as well as recent graduates with supervising managers throughout the company. This year's participants, selected from more than 180 applicants, are helping to conduct and analyze research, write company profiles, interview vendors, develop marketing collateral and training materials and work on social media projects, among many other responsibilities.

Thirteen of IDC's 15 summer interns pose during a break in the program's kickoff meeting in June. They are (l-r): Sharon Hong, Elizabeth Cipar, Melissa Rockman, Iris Feng, Paul Perez, Bruce Wu, Michelle Sudan, Oana Chimina, Jingwen Li, Tasneem Federal, Erin Joyce-Brady, Nolan Greene and Jessica Joyce-Brady.

Interns joined IDC throughout the month of June and were welcomed at a breakfast kickoff meeting on June 27. Six managers from various groups throughout the company addressed the interns on topics such as How to Be Successful at IDC, How to Navigate IDC, an overview of IDC's research programs and various other topics. Interns introduced themselves to one another, described their educational background and provided a brief description of their IDC assignment.

continued on page 4

Win this beach bag!

See page 5 for details.

Inside this issue

IDG Vietnam's Consumer Digital World Expo dominates local market *page 2*

IDG Connect report shows IT professionals want more local content *page 2*

One on one: CIO.com Editor-in-chief Brian Carlson *page 3*

Celebrating 10: IDC's Al Gillen *page 8*

Australia's CIO Summit draws record attendance

Australia's CIO Summit, organized by CIO Australia, IDC Australia and the Australian CIO Executive Council, is regarded as a must-attend event by the local C-level community. "Many events aspire to attract chief information officers, but with content devised by CIOs for CIOs this is the premier event of its kind in Australia," said CIO Australia Editor **Georgina Swan**. The fourth annual summit was held last month in Sydney.

According to Swan, the mission of the day-long gathering is to provide "a compelling, peer-led event where CIOs can share insights, best practices, technology and business trends," as well as provide a place for IT leaders to network in person. "We also act as an intermediary between the summit's delegates and sponsors as the event includes an exhibition hall where people can meet and ask questions of vendors to find out more about products and services."

*Among the atendees enjoying the event are Ann Fabella, State Street Australia; **Georgina Swan**, CIO Australia editor; **Pascal Hakim**, IDG Australia director of IT and development; Maryatta Soliman, BD; and Robert Peacock, IPART.*

This year's CIO Summit drew more than 200 attendees, a record number, according to Swan, and one that remained fairly constant through the day, "a testament to the strength of the present-

continued on page 5

in brief newsworthy

IDG Vietnam's Consumer Digital World Expo dominates local market

More than 200,000 visitors flocked to the 16th annual Vietnam Consumer Digital World Expo (VCW) — the country's largest computer, electronics, digital and telecommunications exhibition — which was held July 14-17. Organized by IDG Vietnam, in conjunction with the Ministry of Information and Communications and the National Steering Committee of Information and Communications, the event took place at the Saigon Exhibition and Convention Center in Hochiminh City.

*IDG Communications CEO **Bob Carrigan** (fourth from right) cuts the ribbon opening the Vietnam Consumer Digital World Expo and e-Government Symposium.*

*IDG Communications CEO **Bob Carrigan** welcomes attendees to the 16th annual Vietnam Consumer Digital World Expo.*

Nearly 150 exhibitors, spread throughout 400 booths, offered up the latest products, services and technologies in IT, electronics, digital solutions and telecom. Visitors browsed the latest in 3D technology, Internet TV and tablet computing among many other offerings. Running concurrently with VCW was the ninth annual e-Government Symposium, which this year focused on the theme of building e-government integrated with administrative procedure reforms. The two-day event attracted some 900 attendees, primarily top executives, experts and managers from local and national government, both in Vietnam and surrounding countries. The e-Government Symposium featured six keynotes, 19 scientific reports and 25 local and foreign speakers.

IDG Communications CEO **Bob Carrigan** was on hand to welcome visitors at the opening ceremony. Noting that the last decade has seen ICT dramatically transforming the world by enabling innovation and productivity advances, connecting people and communities and improving standards of living and opportunities across the globe, Carrigan observed that the annual Vietnam Consumer Digital World Expo and e-Government Symposium are principally designed to enhance the development of ICT in Vietnam. "Vietnam, according to the Global Information Technology Report 2010-2011 produced by the World Economic Forum, is ranked 55 among 138 countries in the Network Readiness Index. It is ranked 35th in its level of preparedness to use ICT and 18th in terms of ICT adoption as a government priority.

"These events enable vendors to showcase their solutions and provide the ICT community with the latest ICT products and services in the world. They also provide an invaluable opportunity for networking and establishing contacts between enterprises worldwide," he said.

*For more information contact PR Coordinator **Vu Mai Phuong** at phuong_vu@idg.com.vn.* WU

IDG Connect report shows IT professionals want more local content

A recent study by IDG Connect shows that global IT professionals believe there is a shortage of localized IT vendor content outside of North America. While 72% of the 3,217 international IT professionals surveyed said they found vendor white papers very useful, the majority outside North America, especially those in developing markets, said they have a difficult time finding content specific to their region.

Access to localized IT vendor content lags outside North America.

"We find that the vast majority of reports we receive are North American in slant," said **Kathryn Cave**, editor, IDG Connect International, IDG's lead generation database and content optimization division. "This information is not what people in other regions are looking for. If we send out area-specific content we get far higher engagement rates. To help vendors create the kind of content people are looking for we are starting to create local research reports on behalf of our clients."

IDG Connect maintains a large library of vendor white papers at www.idgconnect.com that it uses in its name-acquisition efforts.

While the great majority of IT professionals in all regions indicated a preference for localized white paper content, the survey found large numbers of respondents had difficulty finding such content:

- Asia: 74% of IT professionals say they would prefer localized content, but 79% say they "struggle" to find it.
- South America: 81% struggle to find local content.
- Africa: 75%
- Middle East: 67%
- Australia and New Zealand: 69%
- Europe: 55%

Matthew Smith, IDG Connect VP said, "Engagement levels with our audience soar when we supply content which relates to their region. This is especially true in emerging markets where this information is thin on the ground. These results prove that even modest amounts of localization will help technology marketers enhance engagement."

Cave said that IDG Connect is publicizing the study's results "to show people that there is a real need for localized IT content. We also produce custom publishing pieces on behalf of our clients, and this is good way for us to raise awareness about this opportunity."

A PDF summarizing IDG Connect's report is available with this story on IDG Central. For more information write to kathryn_cave@idg.com. WU

one on one the interview

Brian Carlson
The editor-in-chief of CIO.com is this week's columnist. Reach him at bcarlson@cxo.com.

"Social media is every bit as important to our business and sites as Google was five years ago.... Social traffic to our sites ranges from 5% to 20% of total site traffic, with an average of about 10% of total site traffic across all IDGE sites."

Q It's been just about two years since IDG Enterprise established its Social Media Task Force. Can you briefly explain the purpose of the group and how it operates?

A The Social Media Task Force (SMTF) is a group of editors that represent all the brands under the IDGE umbrella, including Computerworld, ITWorld, Network World, CIO, Infoworld and CSO. Our mandate is to meet monthly, discuss, exchange and implement best practices in social across the group, brainstorm new ideas and set standards and goals for successful metrics in social media. We talk about trends, new sites and services, where is the traffic coming from and going to, where we need to focus our efforts, what stories do and don't do well at different outlets and any other issue that would concern editors in terms of either driving traffic, promoting our brand or simply using social technologies as a method for reporting or communication.

Q What have been some of the most significant accomplishments the SMTF has achieved in the past two years?

A About two years ago our first objective was to develop a Social Media Best Practice Document for all editorial across IDGE. The creation of that document took us about four months. It contained everything from basic best practices and guidelines for social to recommendations and requirements for each brand in terms of the content they post to different sites and what level of functionality and involvement each staff needs to have. Since then, we have been involved in establishing relationships with key people at important social sites; working with the Digital Solutions Group to roll out social sharing buttons on all the sites; working together to help drive traffic from social bookmarking sites; sharing knowledge about apps that we have integrated into Facebook; helped automate video postings with [Multimedia Content Editor] **Keith Shaw** from our video accounts directly into our YouTube and Facebook pages; proposed ideas for new social widgets and features to be included on our sites; established goals and metrics for every brand for incoming traffic and new users for various social sites; and much more.

Q Why is social media so important to the IDGE brands, and what percentage of your traffic is generated from social media sites?

A Social media is every bit as important to our business and sites as Google was five years ago. It is yet another doorway into our sites, a way for people to find our content, connect with our writers and editors and a way for us to make people aware of our brands and expand our audience. As more web users spend their time on social media sites and use social applications, the more important it is for us to have a significant representation on those sites and use them as a method not only to drive traffic but to increase engagement and outreach to our user base. Social traffic to our sites ranges from 5% to 20% of total site traffic, with an average of about 10% of total site traffic across all IDGE sites. As a comparison, Google organic search generates about 25% to 30% of total site traffic, so social is becoming a significant contributor to our audience growth and development.

Q Are there differences between the brands in terms of the importance/use of social media by their audiences?

A Yes, very much so. All social sites are different and have varying audiences and interests, and depending on the industry each site is in and how active their user bases are in related social outlets, the type of engagement and involvement you will see from users varies. Some brands will succeed more on social sites targeted at developers, some will find more success with more consumer technology-oriented sites, others targeting more niche industries may find social traffic and engagement more challenging.

Q Last year, all the IDG Enterprise sites began using an internally developed social media sharing tool you call Sidecars. Can you talk about what these are and how their use has increased users ability to share IDGE content?

A Making it easy for users to share your content on social sites is absolutely critical to encouraging people to take an active role in expanding the reach of your site. If you make it tough or complicated, you will get no response. The social sidecars are designed to be next to every article and slideshow on all sites in IDGE and are persistent with the page when you scroll, so when you get to the bottom of a page or article, you can share without scrolling back up. All major sites such as Twitter, LinkedIn, Facebook, Google+, Digg and others are represented in the Sidecar or on top of the articles, and within two clicks you can easily share any article. This has increased sharing and engagement from uses dramatically since it was launched, and you will see features such as this are now pervasive across all web content-driven properties.

Q Which social media sites are the most impor-

continued on page 7

IDC Interns

continued from page 1

"Each year we focus on identifying talented college and graduate students who have the skills to contribute to defined projects throughout IDC," noted **Sue Madaio**, IDC HR manager, who, along with **Michelle Hockman**, HR project manager, handle the program management. "Interns have the opportunity to work on challenging assignments across a variety of IT industry research areas and other functional work groups, and IDC benefits from tangible contributions by the interns that contribute to our revenue and customer satisfaction," she said.

"The program gives IDC a chance to assess the kind of talent that is available in a very effective way. And it gives the interns a chance to see if IDC is a place they might want to work in the future."
— Ray Boggs, IDC program VP

Among the program's other benefits:

- IDC builds a potential pipeline of potential new hires for entry level or higher research and other job opportunities.
- IDC builds its brand recognition with students and colleges in the New England area and, in some cases, across the U.S.
- IDC builds on its reputation as a great place to work.

*Intern Michael MacDonald (l) is currently pursuing an MBA from UCLA's Anderson School of Management. He is spending the summer working with the Enterprise Platforms division, under the direction of Senior Research Analyst **Brett Waldman**, assisting the research team with data analysis and writing to meet CIS deliverables in areas of client Virtualization, Server Virtualization and Operating Systems.*

For Nolan Greene, who expects to complete his MBA at Boston University in May 2012, his internship in the Enterprise Networks group working with Research Director **Rohit Mehra**, is helping him to explore options for a career transition. Greene, who previously did fundraising for a not-for-profit organization and has experience doing research, wanted to see if market research in the IT industry might be a good fit.

*Intern Megha Saini, who completed her MBA at Illinois Institute of Technology's Stuart School of Business in May, is working with **Karsten Weide**, research VP, Digital Media & Entertainment. Her assignment involves conducting web research in the areas of new media, advertising and entertainment, as well as conducting data analysis, data modeling and charting, and consumer survey work.*

As a research analyst intern for the first-ever IDC MarketScape on Enterprise WLAN, Greene is helping to coordinate and conduct interviews with WLAN vendors and end users. He is also contributing to the analysis and writing of the MarketScape as well as managing the Excel program for the report. "Being exposed to different research methods is one way in which I am being challenged," he said. "I've also had the opportunity to learn about a market and industry about which I knew very little and now have a soup-to-nuts exposure to that industry."

Greene said for someone with an interest in IT and research, "IDC is a definitely a great place to work. The learning opportunities are endless, and I feel very supported as an intern."

For Michael McDonald, who is reporting to **Brett Waldman**, senior research analyst, Enterprise Platforms Group, the internship has provided him with a way to improve his research and analytical skills, and gain an understanding of how a market research company works in advance of completing his MBA at UCLA next June.

"I have improved important technical skills like data modeling and presentation building," McDonald said. "And I have enjoyed the opportunity to learn by observation, asking questions and visiting vendors. There is also a degree of autonomy that has allowed me to be thorough and really contribute to the team's goals."

The benefits of IDC's internship program accrue to both sides, noted **Ray Boggs**, program VP, Small/Medium Business and Home Office Research. Boggs, who is participating in the program for the first time, said his team had new survey research coming in and so much inquiry and other work that they were not able to prep and get it out to clients in a timely fashion. "There was a real opportunity for an intern to jump in and help out," he said. In addition, "the program gives IDC a chance to assess the kind of talent that is available in a very effective way. And it gives the interns a chance to see if IDC is a place they might want to work in the future."

Various members of the IDC HR team check in with both the interns and the supervising managers occasionally throughout the 10-week period to ensure that assignments are going as expected. In mid-August, there will be a wrap-up session at which the interns will have an opportunity to develop and practice their "elevator pitch," describing their internship experience at IDC, what they worked on and what their responsibilities were, through a "speed networking" exercise, Madaio explained.

For more information about the IDC internship program, contact Sue Madaio at smadaio@idc.com. WU

Managing mobile, business continuity topics discussed

A CIO Executive Council discussion panel dealt first-hand with an issue that many CIOs are facing: managing mobile devices in the enterprise. According to CIO Australia Editor **Georgina Swan**, the discussion was frank, and the three CIO panelists shared their experiences from a variety of stages of mobility redesign. "It's an issue that IT leaders are having to address, whether they like it or not, and one that really resonated with the audience," she noted.

Another highlight was a presentation on business continuity planning from a CIO who lived through not one but three natural disasters in Queensland earlier this year. Between December and February the northern Australian state, endured a series of heavy rains and cyclones that resulted in widespread flooding and devastation. David Elkin and his IT team at the Queensland Building Services Authority were charged with not only maintaining the continuity of their own organization but providing support services to the rest of the state. "It was a first-hand account of disaster recovery," Swan said.

CIO Summit

continued from page 1

ers and the interest level of the attendees," Swan said. Attendance is limited to 'C' level executives and technology leaders, including CIOs, CTOs, IT directors and senior IT executives. "The event is aimed at those with a strategic focus on business and the role that technology plays in their companies' ability to remain competitive," Swan said.

With three IDG entities working to organize the summit, "it really is a collaborative event," Swan said. "Each division is involved in every aspect, from coordinating the exhibition hall and speakers to running breakout roundtable events and networking opportunities." Swan said she and IDC Australia Country Manager **Gary Clarke** share emcee duties throughout the day and partner to facilitate a range of roundtable discussions on topics such as mobile technologies in the enterprise, the cloud and data centers. The CIO Executive Council is "integral to the event, providing high-caliber speakers and information about the Pathways professional development program," she said.

*CIO Australia founding editor **Linda Kennedy**, now retired, spoke on personal branding in a session titled "It's a Brand You World."*

"The best part of the CIO Summit, for me, is the caliber of presenters," Swan said. All the speakers were either CIOs or IDC analysts, apart from one from Diamond sponsor Gen-i. "We also had a fabulous presentation by the founding editor of CIO Australia, **Linda Kennedy**, who spoke about the importance of building your personal brand."

The summit had a record number of sponsors this year, with 26 companies supporting the event in various ways. There were three levels of sponsorship — Diamond and Platinum, both with speaking slots, and Gold, which allows participation in the exhibition area. The event also offers a number of branding opportunities for sponsors such as cocktail party sponsor and lanyard sponsor.

Attendees were encouraged to tweet throughout the event with the hashtag #ciosummit. A Twitter stream was set up on the Summit's website to showcase the Twitter updates. "CIOs were keen to tweet content from the event," Swan said, noting that attendees "didn't need much encouragement" beyond a hashtag announcement during the welcome address. "We also used CIO Australia's LinkedIn group [http://idg.me/n4cakF] to showcase the event," Swan said.

Two other CIO Summits will be held later this year, one in Melbourne, Victoria, and another in Brisbane, Queensland. Swan said the agenda changes from event to event to tailor it to attendees' interests. "For example, the business continuity/disaster recovery presentation is very interesting for Sydney and Melbourne audiences, but obviously Brisbane audiences have their own first-hand experiences."

Previous summits were initially held only in Sydney, but readers asked that it be expanded to other cities. "Last year, we ran it in Sydney and Melbourne, and it was a natural extension for Brisbane to join the lineup."

For more information go to www.cio.com.au/ciosummit/sydney/ or contact Georgina Swan at georgina_swan@idg.com.au. WU

Enter the IDG Central scavenger hunt — and we'll throw in the towel

Actually, we'll throw in two towels and a sturdy canvas beach bag from L.L. Bean and send it all to two lucky winners who correctly answer the eight questions posted on IDG Central.

Log in to www.idgcentral.com and look for this photo on the home page. Click on the link and you will see eight questions easily answered by clicking around IDG Central.

Send your answers via e-mail to idgcentral@idg.com. Enter by Friday, Aug. 19. Two winners will be randomly selected from all correct entries received.

noteworthy people

New employees

New at **IDG Enterprise**'s Events group is **Scott Boutwell**, who joins the team as a marketing assistant/registration coordinator. He was previously a junior client development manager with Update Legal, a temporary legal staffing agency. A graduate of the University of Oklahoma, he holds a B.A. in marketing with a minor in accounting. Outside the office he enjoys volunteering and watching and playing sports, especially golf. *sboutwell@idgenterprise.com*

Previously a senior contracts analyst with Cigna Healthcare, **Marge Queenan** joins the **CIO Executive Council** as Pathways program administrator. She will be responsible for program operations, database management and providing member support and outreach. She holds an MBA from Babson College in Wellesley, Mass., and enjoys photography, nature walks and spending time with her two miniature schnauzers. *mqueenan@cio.com*

Moisescu

Alexandra Moisescu joins **IDG Magazine Media** in Munich, Germany, as a senior key account manager; she was previously regional sales director, Digital for northern Germany for Condé Nast Verlag. She holds an MBA in media marketing and direct marketing from Bayerische Akademie für Werbung und Marketing in Munich. Away from the office she enjoys skiing, yoga, literature and travel. *amoisescu@idgmagazine.de*

Kruck

Also new at **IDG Magazine Media** is Duty Editor **Ingo Kruck**. He was previously editor-in-chief at Fahrrad News and online director for Procycling and the World of Mountainbiking. He began his career in online journalism in the mid-1990s. He enjoys cycling, running, skating and photography. *ikruck@idgmagazine.de*

Schmid

IDG Magazine Media has hired **Carolin Schmid** as an event marketing trainee; she was most recently a marketing intern with National Instruments Germany GmbH. She studied international business at Germany's University of Aalen and enjoys dancing, reading and time spent with friends. *cschmid@idgmagazine.de*

Morber

Senior Software Developer **Daniel Morber** comes to **IDG Magazine Media** from Traviangames where he held a similar title. Away from his desk he enjoys climbing and spending time with his wife and dog. *dmorber@idgmagazine.de*

Alecu de Flers

Previously a media consultant with Springer Fachmedien Munich GmbH, **Selina Alecu de Flers** joins **IDG Magazine Media** as an account manager. In her free time she enjoys motorcycling, reading and snowboarding. *salecude-flers@idgmagazine.de*

Palmer

Kelley Palmer joins **IDG Enterprise** as a marketing manager, Event Marketing; she was previously an account manager with Epsilon where she oversaw complex marketing, strategy and analytics programs. A graduate of Westfield (Mass.) State College, she holds a B.S. in business management and marketing with a minor in travel and tourism. In her free time she enjoys travel, music and exercising. *kpalmer@idgenterprise.com*

IT World Canada has hired **Shayna Ironmonger** as a marketing specialist. Previously a social media and marketing coordinator with Ritché, she studied advertising at Sheridan College and Oakville, Ontario, and special event planning at George Brown College in Toronto. Away from the office she enjoys yoga, swimming, blogging and music. *shayna@itworldcanada.com*

IDG WORLD UPDATE
Ellis

Mariela Ellis joins **Network World**'s San Francisco office as a sales associate. She was previously a sample analyst with Market Tools, Inc. She earned a B.A. in industrial arts from San Francisco State University and an M.S. in integrated marketing communications from San Francisco's Golden Gate University. In her free time she enjoys snowboarding and hiking. *mellis@nww.com*

Transfers

IDG WORLD UPDATE
Marfori

Network World Senior Sales Associate **Tina Marfori** moves to **PCWorld** as a sales project manager. She holds a B.A. in business management from Ryerson University in Toronto, Canada, and enjoys cooking, reading and volunteering. *tmarfori@pcworld.com*

Previously a product placement specialist with IDG Enterprise and before that an online advertising specialist with Network World, **Nicole Jalbert** is now a client service representative with **IDG Connect**. She holds a B.A. in art and English from Plymouth State University in Plymouth, N.H., and enjoys spending time with her family. *nicole_jalbert@idgconnect.com*

Enhance your Profile page IDG Central

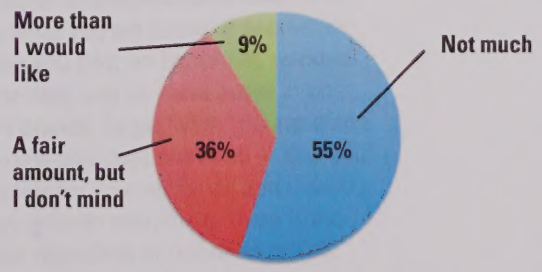
Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices.

You can change the password you currently have for IDG Central (see "Change Password" under "Site Tools" on the right), add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join or create a discussion group and add a post in the "What are you working on?" feed.

If you need a password for IDG Central, go to www.idgcentral.com and follow the prompts.

Question of the Week results for Aug. 1

How much of your work life is spent in meetings?



Log on to www.idgcentral.com to vote on this week's question:
Have you ever been an intern at a company or organization?

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Mary Fanning *IDG Enterprise*

25
David Bromley *IDG World Update*
Chris Cuoco *IDG Enterprise*

22
Simon Salamon *IDC*

18
Michele Peoples *IDG Research Svcs.*

16
Gemma Dietrich *IDC*

15
Brian Kukowski *IDG Corporate Svcs.*

14
Bing Zheng *IDG Asia*
Christopher Dawe *IDC*
Jan Öhlund *IDG Sweden*

13
Michele Putt *IDG Int'l Publishing Svcs.*
Amy Konary *IDC*
Christina Kearney *IDC*
Alain Petrissans *IDC France*
[illegible]yn Hemmingsen *DG Denmark*

12
Laurie Butson *IDG Training*
Hoang Nguyen *IDC*
Soo Kyum Kim *IDC Korea*
Peer Jensen *IDG Denmark*

11
Jami Martin *IDG Enterprise*
Deanne McIntosh *IDG Australia*
Petr Vopalecky *IDG Czech Republic*
Filomena Cherta *IDC*
Charles Kolodgy *IDC*
Milly Xiang *IDC China*

10
Robert Weber *IDC*
Daphne Chung *IDC Singapore*
Leslie Short *IDC*

9
Alexa Wriggins *PCWorld | Macworld*
Michael Shirer *IDC*

8
Hai Wun Tan *IDC Singapore*
Karen Haslam *Macworld U.K.*

7
Sarah Santos *IDG*
Hoang Nguyen *DG Ventures Vietnam*
Martine Res *IDG Netherlands*
Sarah Santos *IDG*
[illegible]inaldo Sakis *IDC Brazil*
[illegible]kan Ogelid *IDG Sweden*

6
Roberta Powell *IDG Connect*

5
Cindy Wagner *CXO Media*
Judith Brown *IDG Connect*
Bethany Whiffin *IDG Enterprise*
Francis Dunne *IDC*
Heather Levinson *IDC*
Leslie Bachand *IDC*
Ryan Reith *IDC*
Shannon Roche *IDC*
Gerson Sakurai *Now! Digital Business*
Allan Bauer *IDG Denmark*

4
Andrew Alpert *IDG World Expo*
Jacklyn Mellen *IDG World Expo*
Rob Burbach *IDC Canada*
Marcelo Urjel *IDC*
Amit Dalal *IDC Singapore*
Marek Rzewuski *IDG Poland*

3
Chris Holt *GamePro*
McKinley Noble *GamePro*
Ginny Mies *PCWorld*
Kory Salsbury *IDG Corporate Svcs.*
Christina Holman *IDG Enterprise*
Michael Latchford *IDG Global Solutions*
Naveen Barsainya *IDC Singapore*
Gary Lo *IDC Taiwan*
Sharmila Devanesamoni *IDC Center for Consultancy and Research (India)*
Chris Lewis *IDC U.K.*
Liz Brannan *IDC U.K.*
Matthew Smith *IDG Global Solutions*

2
Alle Perry *IDG Enterprise*
Joshua Grossberg *IDG Global Solutions*
Quang-Tue Nguyen *IDC Canada*
Maggie Wang *IDC China*
Subhramanyu Mishra *IDC Center for Consultancy and Research (India)*
Jun Fwu Chin *IDC Malaysia*
Jaime The *IDC Malaysia*

1
David White *PCWorld | Macworld*
Lori Spendley *IDG Enterprise*
Rebecca Camacho *IDG Enterprise*
Paula DaSilva *IDG TechNetwork*
David Gomez *IDG TechNetwork*
Scott Guinn *IDC*
Thong Jiang Liang *IDG Malaysia*
Jess Lim *IDG Malaysia*
Suraya Sahar *IDC Malaysia*
Marco Lam *IDC Hong Kong*
Sourav Dey *IDC Taiwan*
Frances Lung *IDC*
Alice Chung *IDC Taiwan*
Joseph Villaranda *IDC Philippines*
Tayla Mouharrem *IDG U.K.*
Catharine Leman *IDC U.K.*
Maciej Kluk *IDG Poland*
Martin de Besche *IDG Sweden*
Linnea Johansson *IDG Sweden*
Katarina Lemon *IDG Sweden*

One on one

continued from page 3

tant to IDGE brands?

A I would say Twitter, Facebook and LinkedIn are all the top sites we should be concerned with now. Google + has made a big splash so far, so keep an eye on that as a competitor to Facebook. Remember, just a few years ago MySpace was the darling of the social space, and now it is on life support. If people think sites like Facebook are unassailable, they may be in for a surprise. The old guard of social bookmarking sites represented by properties such as Digg, Slashdot, and Reddit, all look like they are waning in popularity as well as in the traffic they deliver to our sites. With so many options for people to consume information now, old-style curated RSS sites are heading to the horizon. We must stay on top of trends and take advantage of new social properties such as Google + to stay up to date with user behaviors and habits.

"Google + has made a big splash so far, so keep an eye on that as a competitor to Facebook."

Q How do you think IDGE brands compare with competitors in terms of effective use of social media?

A I am sure I am biased here, but our competitors don't touch us when it comes to social media. And frankly, even the large consumer-oriented media brands with enormous staffs and outside marketing agencies are pretty far behind what we are doing. We use sites like Twitter not just to push content and stories at users but to generate story ideas, find sources and get quotes from people. Our Facebook pages are dynamic and engaging, full of multimedia such as video, images, quizzes and polls, and hand-curating of stories by our best editors. Just take a look at a few of our main competitors' Facebook and Twitter feeds, from the size of their followings to the quality and scope of what they are doing, and it is not even a contest.

Q Are there any best practices regarding the use of social media sites that you can share?

A There are too many to mention, but there are a few key points I would make. Personalize and add some level of humanity and discussion to what you are doing. If people are commenting on the stories you post on Facebook, respond to them, people will come back and be more active in promoting your material and brands. Target what you are doing for the right audience — one size does not fit all — and you need to find the right outlets for your audience and industry. And don't waste time trying to do everything, there is too much for any organization regardless of resources or size. Set achievable goals and objectives and follow through on them, and don't bite off more than you can chew. WU

celebrating 10!

Name
Al Gillen

Home
Pipersville, Pa.

Joined IDC
October, 1999; Research Manager, System Software

Current title
Current title: Program VP, System Software.
My responsibility is to manage two worldwide research programs, including client and server operating environments, and client and server virtualization software.

Best part of your job
The best part of my job is when I deliver an interesting research project to a client. Delivering custom research projects can be tremendously interesting both to me and to the client, and leads to stimulating, energetic discussions and analysis — which often leads to secondary projects for the client and more business for IDC

Job perk
Easy — it is getting to work with leading customers and see the products they make. Frequently, customers share products with me in beta or early release form, this means having early access to Windows and Linux products, as well as virtualization technologies, that are coming to market.

Latest accomplishment
At work: beating plan for the past three quarters — one more to go for the fiscal year! At home: With both our daughters in college now, my wife and I downsized into a much smaller, fixer-upper home on 10 acres and have spent hundreds of hours doing home renovations and making the place livable. (We're getting there!

Career highlight
Some of the more memorable ones including being named IDC Analyst of the Year by IDC clients more than once, and earning the James Peacock Memorial Award a couple of years ago. My 10th anniversary dinner with Pat McGovern ranks pretty highly as well — a very fun and interesting dinner!

Best way someone could compliment you on your work
The way to compliment me on my work is to use it as it is intended. When a client makes a critical business decision based partially (or completely) on my research and my advice, that is real validation that what I do is really useful to my clients.

One thing you've learned during your tenure at IDC
That nothing lasts forever, and you had better get on the technology curve when it is happening; and you also had better live your personal life when it is happening, because there are no re-runs in life.

*IDC's **Al Gillen** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his decade of service to the company.*

Interests outside the office
Five years ago, I bought a horse for my younger daughter. I later took lessons to learn how to ride him and found out it was incredible fun. Today, exercising the horse, and entering him in hunter pace events (competitive trail rides) is my main recreational hobby.

Dream destination
Work travel has burned me out on the fun of travel, and these days, my dream destination is a week at home.

First job?
Gas station attendant at a Hess Station.

What it taught you?
That you can't judge a book by its cover. I learned the people that barely had money to put gas in their cars would tip graciously just because you treated them respectfully. It also taught me that it is no fun working outdoors in the coldest part of the winter.

Favorite gadget
Kubota tractor

Manager's profile
"Al brings a combination of technical skill, dedi-cation, good humor and strong interpersonal skill to his role as Program VP, System SW. He is a pleasure to work with and his market perspective is in constant demand from clients and peers alike. IDC is definitely a much better place as a result of Al's selfless approach to his job."

— Matt Eastwood, group VP, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Brian Carlson *IDG Enterprise*
Kathryn Cave *IDG Connect*
Michelle Hockman *IDC*
Sue Madaio *IDC*
Vu Mai Phuong *IDG Vietnam*
Georgina Swan *IDG Australia*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

22 AUGUST 2011
VOLUME 41, NUMBER 31

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IGS creates global catalog of products, services

With clients continuing to ask for increasingly complex marketing solutions with ever-shrinking lead times, IDG Global Solutions is reaching out to IDG business units worldwide to create a catalog of products and services that can be sold, not just by the IGS sales staff on international programs, but by any participating business unit to their domestic client base. The initiative is called Shared Excellence and is being spearheaded by IGS VP **Michael Mullaney**.

Customer solutions in any medium or combination thereof can be part of the new Shared Excellence initiative.

"By getting input from multiple sources inside IDG, IGS hopes to enable quicker global/local market proliferation of the new products in mobile, social media, content, research, events and lead gen for the benefit of all," Mullaney said. IGS has been working with a scaled back version of the custom rate card/product catalog in the U.S. for several years with excellent results, Mullaney said. "Now we would like to expand this initiative to the global IDG family allowing for cross-pollination of our best programs and local expertise."

Last month, IGS contacted IDG business units and licensees worldwide to introduce the idea and identify a contact person or group for the project. To date, the response has been encouraging Mullaney said, adding that IGS is still happy to hear from any business units that have not yet had a chance to respond.

Mullaney said he is hoping to solicit feedback from business units as to which solutions work best in their local markets. For business units looking to create a particular product or service for their customers,

continued on page 2

CSO given exclusive access to WTC security program

IDG prides itself on having "trusted brands," and CSO Senior Editor **Joan Goodchild**'s recent assignment is an excellent example of readers' confidence in the publication.

Last month, Goodchild had exclusive access to a behind-the-scenes security tour of the new World Trade Center complex in New York City. The project's director of security — a CSO subscriber — has so far turned down requests from a variety of major news outlets, including Time magazine.

Quantum Secure, one of several vendors the World Trade Center team has worked with closely to develop the complex's security platform, approached WTC Director of Security Louis Barani about having CSO write a feature on his vision of security at the new WTC and his efforts to create a holistic approach to identity management and physical security integration. Barani, who Goodchild had not worked with previously, agreed.

"He knows the publication, and he knows we 'get it,'" Goodchild said. "And the Quantum folks were

*CSO's **Joan Goodchild** documents the World Trade Center grounds, accompanied by WTC Director of Security Louis Barani, after going on a private behind-the-scenes tour.*

enthusiastic about having us see what Lou was doing because of our long history with writing stories about

continued on page 5

Inside this issue

IDG Korea introduces new online brands, strategy at client conference *page 2*

GameStar partners with Toshiba on limited-edition notebook *page 2*

One on one: IDC India Country Manager Jaideep Mehta *page 3*

GamePro editorial restructuring increases page views *page 4*

Just four weeks left to enter the IDG Photo Calendar Contest *page 6*

Celebrating 10: IDC's Aaron McPherson *page 8*

in brief newsworthy

IDG Korea introduces new online brands, strategy at client conference

IDG Korea used its annual Digital Marketing Conference to introduce media kits and new partnership opportunities for its first two recently launched online-only titles, CIO Korea and ITWorld Korea.

(L-R) ***Jasmin Kim****, IDG Korea event manager;* ***Matt Kim****, assistant marketing manager;* ***Julie Kim****, event producer;* ***Katherine Park****, managing director;* ***Tony Lee****, sales executive;* ***Andrew Han****, marketing manager; and* ***Amy Kim****, assistant marketing manager.*

Prior to the debuts of CIO Korea and ITWorld Korea, IDG Korea had used the IDG Korea corporate name as a product name, keeping all its tech content on one site. When it took over the CIO brand from a former IDG licensee earlier this year it needed to establish its separate brands under one IDG Korea banner (see IDG World Update, June 27, 2011).

To create the new media kits, the company turned to a sister company for help. "[IDG U.K. Managing Director] **Kit Gould** provided advice on how to structure media kits and what kind of information should be included in them," said IDG Korea Assistant Manager **Matt Kim**. The new CIO Korea and ITWorld Korea media kits include an introduction to IDG Korea, its editorial mission, its audience profile, services, products and events.

Kim said the new media kits focus on presenting the benefits IDG Korea can offer technology marketers and audiences. "IT marketers can easily identify our interactive online and offline opportunities for their campaigns," Kim said.

Now in its fourth year, last month's Digital Marketing Conference focused on the digital marketing issues and challenges faced by its audience of nearly 400 CMOs and marketing managers and underscored IDG Korea's ability to provide innovative solutions to address those challenges.

During the conference IDG Korea hosted an IDG Partners luncheon for 45 current and prospective partners and sponsors to acquaint them with IDG Korea's online brands, objectives and strategy. "Besides the new media kits, we promoted our portfolio of rich media and interactive products such as microsites, lead generation tools, webcasts and solution centers," Kim said. "The purpose was to promote a partnership strategy that can create synergy between IDG Korea and IT marketers."

Kim said he hoped attendees now see IDG Korea as the most reliable source of technology news, trends and issues and "an ideal environment to interact with IT experts and peers through a variety of lead-targeting marketing and sales opportunities."

Contact Matt Kim at matt_kim@idg.co.kr. WU

Check your My Profile page on Central

Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices. You can change the password you currently have for IDG Central, add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

GameStar partners with Toshiba on limited-edition notebook

IDG Germany's GameStar is once again dabbling in the hardware business in a creative approach to revenue raising.

For the past five years, the brand's managers have negotiated an agreement with a vendor to produce a limited edition GameStar notebook PC with component specifications appropriate for hard-core gaming that are based on the high standards of GameStar editors. Toshiba is this year's partner, following in the footsteps of Acer and, in the early days, Fujitsu-Siemens.

The GameStar Toshiba notebook is designed by GameStar editors for hard-core gaming.

The GameStar Toshiba X770 notebook, which will be available Aug. 24, fully supports stereoscopic 3D and will include a Intel Quad-Core CPU, 8.0 gigabytes of memory, a 17-inch screen and a Nvidia Geforce GTX 560M graphics processor.

It will sell for 1,499 euros (US$2,144), including taxes. The notebook will be marketed as a GameStar-approved computer and promoted in GameStar print, online, via e-mail newsletters and in the brand's social media channels.

Saturn, one of Germany's two largest electronics retailers, will sell the notebook in its stores and its site as well (http://tinyurl.com/36zrvgq).

Toshiba will pay GameStar a percentage fee based on the net selling price of all shipped units; 1,000 notebooks have been manufactured. If sales exceed the initial volume, more notebooks will be ordered, with the same volume percentage agreement.

Write to GameStar Deputy Editor-in-chief ***Daniel Visarius*** *at dvisarius@gamestar.de.* WU

IGS catalog

continued from page 1

Mullaney said IGS is prepared to offer whatever help it can including sharing its in-house expertise and facilitating partnerships with third-party technology partners.

The goal is for all program components and pricing to be agreed upon by IGS and the business units up front, allowing both the IGS sales teams and the local business unit sales teams to easily — and quickly — include the appropriate services in client and agency recommendations. Mullaney said his team hopes to have a working version of the catalog ready by month's end with finished product ready by Oct. 1.

For more details contact Michael Mullaney at michael_mullaney@idg.com. WU

one on one the interview

Jaideep Mehta
IDC's VP and country manager of IDC India is this week's columnist. Reach him at jmehta@idc.com.

This past January IDC announced it would establish a wholly owned research business unit in Bangalore, India, and conclude its long-standing relationship with Cyber Media (India) Limited, which served as IDC's partner and representative in India. IDC took over the name IDC India in March, and Mehta began his work on April 1.

IDC India at-a-glance

Established March 2011

Web site www.in.idc.asia

Main office Bangalore, 24 employees

Other locations
New Delhi / Gurgaon: eight employees
Mumbai: one employee

Scope of work IDC offers a full range of Tracker, CIS, custom research and business advisory products and services. In addition, there are a number of events being rolled out in India this year and into 2012.

Q What is your industry background, and what attracted you to IDC?

A I have been working within the IT industry for the last 15 years. During this time, I have lived and worked in India, the U.K., the U.S. and Switzerland and worked within the software, services, consulting and research domains of the industry. I spent more than five years in Gartner EMEA during this time, and most recently I was founder and CEO of Alpha Partners Intellectual Services in New Delhi, which helps emerging companies in the services sector with a variety of business strategies. IDC's unique situation in India, where it was setting up a wholly owned subsidiary after its separation from the local licensee, and the associated opportunity to build a business practically from scratch was what attracted me to the company.

Q What are your priorities for the company in 2011?

A I believe that IDC has capability and depth of knowledge that can add a lot of value to practically any company in the ICT space; the India business is being built upon this foundational belief. The fast-growing Indian market presents a unique opportunity where the demand environment is fertile and competitive intensity is off the scale. Forrester and Gartner, as well as market research firms such as IPSOS, are making major investments in India. In this scenario, we have the following priorities:

- Recruit great people who will constitute the core of a great IDC team in the future and give them the freedom and tools to do their jobs.
- Develop the brand in the Indian market through rapid market coverage, world-class events, and press engagement.
- Build a strong and secure customer base in the core ICT market; this becomes the foundation of a strong business for IDC in India.
- Attack the financial services industry, both from an end-user and IT industry perspective. Once we have entered that market, we'll advance to other vertical industries in alignment with our Insights businesses.

Q Give us an overview of India's current ITC market and five-year growth potential. What sectors will have the most growth?

A The India ICT market is currently at US$65 billion annually. This includes $25 billion of IT spending and $40 billion of telecommunications-related spending. We are forecasting double-digit growth for the next five years. This constitutes a phenomenal market opportunity for IDC.

While all sectors are growing strongly, we see particular opportunity in these areas:

- PC and Peripherals companies that are in a hyper-competitive growth market and where our state- and city-level trackers offer a unique value proposition for them to exploit.
- Software companies that are witnessing a slow but steady decline of piracy, which is unlocking growth for them. Piracy is at more than 60% currently compared with the global average of about 45%.
- The Indian Software Export industry is already a big client, but we still see enormous opportunity, especially in the Tier 2 companies. This market also gives our colleagues overseas an opportunity to participate in the IDC India's growth as most of the products and services that these companies desire revolve around the North American, Western European, Asia Pacific and Middle Eastern markets.
- On the back of the telecommunications revolution over the last two decades, which has resulted in more than 800 million phone connections today from just 7 million in early 1990s, the telcos have scaled significantly in India. Their transition to 3G and LTE networks and their need to create fresh revenue streams from data and value added services gives IDC the ideal opportunity to present its capabilities and engage with them.

Q To what extent do you plan to work with IDG India?

A IDC India and IDG India have already forged a close working partnership. We have successfully co-created two events in the last quarter, Transformative ICT in Mumbai and New Delhi, that were executed very profitably. We are looking to collaborate on a few more events during calendar 2011.

I engage regularly with my peer, **Louis D'Mello**, and his team, and we are working out how to work closely in the future as well.

Q Do you expect events to play an important role in your product portfolio or will you focus primarily on research for the near term?

A Given our nascent operations in India, the events business is of crucial importance on three fronts: to build our brand, to showcase our capability and as a source of significant revenue and profit. We are aggressively focused on delivering world-class events

continued on page 7

GamePro editorial restructuring increases page views

Refocusing gives editors clearer roles, provides project points of contact

GamePro recently refocused its editors' online content responsibilities with the aim of posting up to 30 stories, previews, videos and features per day. The reorganization has prompted a significant growth in year-over-year page views (see sidebar), according to Executive Editor **Justin Haywald**, as well as providing clear points of contact for various projects.

The reasoning behind the editorial refocusing was to better structure the staff and the sites' content and make each editor feel like he or she has a clear role to play. "Previously, e-mails might get passed around for events, news stories or other coverage opportunities, but generally one person wouldn't know what another was doing until a story went up on the site about it," Haywald said. Now, through daily editorial meetings, staffers can share their specific responsibilities, ask for help with the items they need help with and assign responsibilities in a public forum.

"When your only responsibility is 'produce content,' it can be easy to miss important stories or get overwhelmed with the sheer amount of stuff going on," Haywald said. "When everyone is charged with a specific area of our content, it makes it easier to have someone coordinate that area, and it gives outside parties a definite go-to person."

Haywald said that GamePro's nine editors had already been contributing to the site. While their current editorial responsibilities will help focus the areas they are charged with maintaining, "everyone in editorial will continue to contribute to writing news, reviews, features and previews," he said. "We're also bringing the art department over to help with features that focus both on catchy designs or focused on images that are beyond our ability to create in MS Paint."

Content coverage assignments play to the GamePro editors' special interests, although Haywald said that all the editors try to cover as many genres as possible. "**Kat Bailey** is our Japanese role-playing game and sports fanatic; **Chris Holt** is also big into sports, but he's mostly our iOS and PC gaming specialist; **McKinley Noble** is huge on fighting games; **Jason Wilson** plays Western role-playing games; and **Will Herring** and I are both generalists who play a little bit of everything, but focus on quirky, indie titles."

Haywald noted that GamePro has traditionally use a "fairly substantial number" of freelancers. "We'll continue to use them for projects that are too time-intensive for our staff writers," he said. "But for the most part, going forward the bulk of our content will be handled in-house."

"With our whole staff up and running," GamePro tries to post about 30 stories daily, Haywald said. Depending on the content focus, that number can rise or fall. "We try to focus both on what's big in the news and what people should be talking about."

While stories are "as long as they need to be," most short game previews range from 200 to 800 words, while features usually run between 1,000 to 2,000 words. Collaborative staffwide features can be even longer, but they also tend to be graphic-intensive and spread across multiple pages, according to Haywald.

More original video content

A specific staff goal is to produce more original video content. Instead of posting a company's trailer previewing a new game, GamePro posts it with its own commentary running on top of it. Haywald said GamePro tries to produce "one big feature video every week or two, such as our 'Hackers' movie spoof" [http://idg.me/ohpMhf]. A weekly news round-up program, generally hosted by Herring and McKinley, is posted every Friday [for an example, go to http://idg.me/pxKCkD]. "We still try to get interesting interviews and video previews that are more than just developers hitting their talking points," Haywald said. Recent videos also include reports from June's E3 gaming trade show and a series in which GamePro editors talk about the games announced at E3 that they're most looking forward to.

The editorial staff also contributes to the monthly print publication, which Haywald said "has its own agenda in drawing in new readers. We have similar ideas with the way we structure content like previews. We never just write 'Game X Preview;' if it doesn't have a good title and an interesting reason to write about it, then we ignore it. Where appropriate we also make the stories we write more personal."

For more information contact Justin Haywald at jhaywald@gamepro.com.

WU

IDG WORLD UPDATE

*Among the GamePro editorial staff are: back row (l-r): Senior Associate Editor **Chris Holt**, Staff Editor **McKinley Noble**, Associate Editor **Will Herring**, Senior Editor **Patrick Shaw** and Senior Graphic Designer **Andrew Yang**. Front row: Executive Editor **Justin Haywald** and Video Producer **Chris Parisi**.*

Good growth

GamePro's editorial reorganization has already begun to show results in the growth of page views on Gamepro.com. Page views for June – when the annual E3 gaming trade show takes place and the biggest month for site traffic – numbered 5 million, versus 3.9 million in 2010. Page views for July 2011 were 4.6 million, against 3.4 million for the previous July.

Quarterly frequency

GamePro will shift from a monthly to a quarterly publication starting with the Winter 2011 issue, which will appear Nov. 8. The all-new GamePro will be a coffee table-style magazine that will sell for $9.99 on newsstands. It will be about 15% larger in size and feature some 50 additional pages compared to the current format.

GamePro will be published during the peak game-buying months of November, March, June and September to better serve its readers and the advertisers who want to reach them, said GamePro President **Marci Yamaguchi Hughes**.

Czech IT firms line up to be in industry yearbook

IDG Czech Republic released its Top 100 Yearbook 2011 in June, an annual publication that ranks and profiles the country's biggest IT companies for the previous year, provides analyses of the local IT market and interviews with Czech IT leaders. The publication also logged a profit for IDG Czech Republic.

*CIO Business World Editor **Cestmír Žák** led the team that produced IDG Czech Republic's profitable Top 100 yearbook.*

CIO Business World Editor **Cestmír Žák** said IDG Czech collects company information via an online form. Getting companies to participate is not difficult, he continued. "We announced that yearbook registration is open, and companies register on their own. They want to appear in the publication as a matter of prestige. Once we have their corporate economic information for FY2010 we require a signed print verification to be sure we have the correct data." That data includes the companies' number of employees, assets, equity, profits, products, chief customers and hardware, software and services used.

The 48-page publication, which targets local CIOs and IT managers, took approximately four months to produce, according to Žák, who compiled the yearbook with CIO Business World Editor-in-chief **Lukáš Erben**, Editorial Secretary **Ružena Holíková**, Advertising Manager **Helena Hajsterová** and Senior Advertising Manager **Jitka Vyhlídková**. IDC CEMA, Gartner and local independent analysts provided market analyses.

The Top 100 Yearbook is free and distributed to leading Czech companies and IT manager. It is also offered as a free PDF file on the CIO Business World website (http://businessworld.cz/) three months after the print version's release.

IDG Czech Republic monetizes the yearbook through sponsorships and advertisements. The 2011 yearbook brought in revenue of nearly US$60,000 with a 65% profit margin.

For more information contact Cestmír Žák at cestmir_zak@idg.cz. WU

CSO access

continued from page 1

Goodchild

the merging of physical and digital security."

Goodchild spent some six hours at the site, touring the area that will comprise the future WTC with Barani and a Quantum Secure representative, and later interviewing Barani in his office.

Construction steadily progresses on two skyscrapers at the site of the new World Trade Center. Security operations for the complex will be featured in the September issue of CSO magazine.

The complex will use what Barani refers to as a "situational awareness platform," a concept he developed that includes a suite of security components that coordinate with each other to pull out critical security information. It combines products from vendors VidSys and Quantum Secure and brings together their event management and identity management capabilities into a single rules-development driver.

"The team won't have to monitor every single camera on the site or every alarm, but the platform gives them critical information based on a potential situation," said Goodchild.

For example, in the event of a fire, stairs are pressurized so rescue crews know how many people are on them. In the event of a bio terror incident, chemical sensors can retrieve information about wind direction. Identity management tools can let security officials know if an there are any suspicious attempts to enter a restricted area with an employee ID badge.

Goodchild's reporting will be the centerpiece of CSO's September issue's coverage of how security has changed in the decade since Sept. 11, 2001. During her visit she brought along video equipment and also shot still photos to make the editorial coverage "a true multimedia package. I've worked on elements of that before, but this is the first time I've done one all-out effort in one day on my own. It was kind of intense!"

The print magazine will be published later this month, while CSO will likely save some content, especially some of the multimedia footage, to go live online on Sept. 11.

Write to jgoodchild@cxo.com. WU

CSO around the world

Other CSO brands within IDG globally include IDG Australia's www.csoonline.com.au and the CSO Security Buyer's Guide; IDG Spain's www.csospain.es; and CSO Pakistan (www.ciopakistan.com/cso), produced by IDG partner Rasala Publications Group.

noteworthy people

Promotions

Macworld Executive Editors **Dan Miller** and **Philip Michaels** have been promoted to editor. "With this promotion they lose the ability to execute editors," said Macworld VP/Editorial Director **Jason Snell**, "but they gain the power to explain, 'I'm not *an* editor, I'm *the* editor. Phil has been with Macworld since 1999 and for the past many years has been the person with his eye on Macworld.com. He makes sure the iOS section of the magazine runs smoothly, champions our app review process, and, most importantly, makes sure people are posting things on the website." *pmichaels@macworld.com*

IDG WORLD UPDATE
Miller

"Dan has been with Macworld since 2004 and is the guy who keeps his eye on Macworld magazine. He's in charge of our Business Center channel, magazine features, the features on the Macworld Daily Reader iPad app and other tasks far too numerous to mention." *dmiller@macworld.com*

Seff

Previously senior editor at **Macworld**, **Jon Seff** is now executive editor. "Jon came to Macworld in 1999 as a fresh-faced J-school graduate and has variously worked as a features editor, news editor and the coordinator for our Playlist channel," Snell said. "Jon is also going to be in charge of all of our other editorial products: Macworld Insider, Superguides, Macworld Daily Reader and the like." *jseff@macworld.com*

New employees

PETER SHORT
Huston

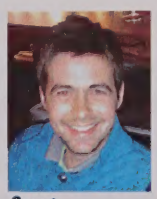
Previously a financial analyst with Accenture, **Chad Huston** joins **IDC Framingham** as a senior analyst with the Worldwide Services group. A graduate of Brandeis University in Waltham, Mass., he holds an M.A. in international economics and finance. In his free time he enjoys snowboarding. *chuston@idc.com*

PETER SHORT
Hargraves

Also new at **IDC Framingham** is **Heather Hargraves**, senior marketing specialist with Marketing Insights. She was previously a marketing specialist with Blue Cod Technologies. She earned a B.A. in communications from Worcester (Mass.) State College and is currently working toward an MBA with a concentration in marketing from the University of Phoenix. Away from her work and studies she enjoys planning events for friends and family and playing with her three dogs, a corgi, a pit bull and a miniature Doberman pinscher. *hhargraves@idc.com*

LYNN HOLMLUND
Mance

Julie Mance joins **IDG Enterprise**'s Events group as an event sponsorship assistant, coming from the Waldorf-Astoria where she was an events and marketing intern. She holds a B.S. in business administration specializing in marketing from Boston's Northeastern University, In her free time she enjoys travel, tennis and cooking. *jmance@idgenterprise.com*


Court

David Court joins IDG U.K.'s **PC Advisor** as an online editor; he was previously deputy editor at Monkey Magazine. He studied media and society at London South Bank University and enjoys football, cricket and golf. *david_court@idg.co.uk*

Send Noteworthy information to world_update@idg.com.

Just four weeks left to enter the IDG Photo Calendar Contest

The deadline is coming fast for IDG's annual Employee Photo Calendar contest. Entries will be accepted through Sept. 16. The calendar, which is mailed to IDG offices worldwide, is your opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what you need to do (complete rules are also on IDG Central):

- You may submit up to two color or black-and-white digital images on any subject.
- Digital images must be high-resolution files suitable for publication in a print calendar. The ideal technical requirements are 300 dots per inch, jpeg or tiff files; about 255 dpi as a minimum. The photos would be about 10 inches wide and 8 inches high when printed at 300 dpi. To be sure your images qualify, check pixel dimensions. For a 300 dpi, 10 x 8 inch image, your pixel width should be 3000 and your pixel height should be 2400. (The pixel equivalent for a resolution of 72 dpi would be about 41 inches wide and 27 inches high.)
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone, fax number and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com.
- Entries must be received by Sept. 16, 2011.

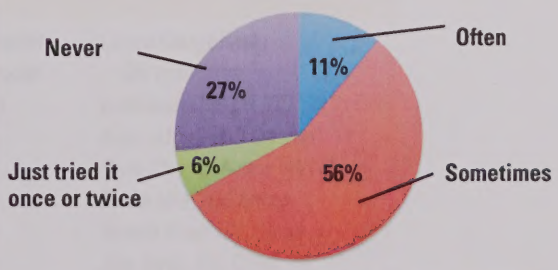
IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in late September. More information about the online voting will be published in September. Online voting will take place during the weeks of Sept. 26 and Oct. 3.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Any questions may be directed to the World Update editors at world_update@idg.com. Good luck! WU

Question of the Week results for Aug. 15

How often do you play Angry Birds?



Log on to www.idgcentral.com to vote on this week's question:
Do you think Apple will succeed in getting a court-ordered injunction on the sale of all Samsung Galaxy smartphones and tablets in the EU?

Anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

25
David Hill
IDG Int'l Publishing Services

24
Kevin Greene
PCWorld | Macworld

23
Nancy Sheehan *IDG*
Michael Malone *IDG*

22
Heinrich Vaske *IDG Germany*
Kim Pennett *IDG Enterprise*
Brad Christenson *IDG*

21
Sven-Erik Remmare
IDG Sweden

20
Nancy Newkirk *IDG*

16
Stefan Bohlin *IDG Sweden*
Joel Åsblom *IDG Sweden*
Jodie Naze *Computerworld*
Danielle Levitas *IDC*

15
Maria Koprowska *IDG Poland*
Michael Cousins *IDC*
Sandra Ng *IDC Singapore*

13
Marie Sörberg *IDG Sweden*
Elzbieta Jezierska *IDG Poland*
Mariusz Mierzejewski
IDG Poland
Luis Ibarra
PCWorld Central Services

12
Kouichi Hamada *IDG Japan*
Cushing Anderson *IDC*
Jim Hutson
PCWorld | Macworld

11
Markus Pilzweger
IDG Germany
Mikolaj Wilczynski *IDG Poland*

10
Philippe Hochmuth *IDC*

9
Roz Burke *CXO Media*

8
Atsushi Ohno *IDC Japan*
Nigel Wallis *IDC Canada*

7
Marie Hemberg *IDG Sweden*
Amita Potnis *IDC*

6
Kathleen Hobin *IDG*
Lynne Dunbrack *IDC*
Laura DuBois *IDC*
Elizabeth Conner *IDC*
John Grady *IDC*

5
Takuo Tsuya *IDC Japan*
Marcus Jerräng *IDG Sweden*
Joel Westerholm *IDG Sweden*
Rini Wickberg *IDG Sweden*
Charlotte Jakobsen
IDG Denmark
Thomas Effersøe *IDG Denmark*
Paul Trotter *IDG U.K.*
Wayne Yii *IDG Enterprise*
Carol Venezia
IDG Strategic Marketing Services

4
Takashi Manabe *IDC Japan*
Fredrik Roos *IDG Sweden*
Konrad Karczewski *IDG Poland*
Agata Pielech *IDG Poland*
Zina Ashkouri *IDC*
Helen Chiang *IDC Taiwan*
Annabel Hsu *IDC Taiwan*

3
Philipp Saxer *IDG Germany*
Ashwin Ananthakrishnan
Center for Consultancy & Research/India

2
Richard Plant *IDG U.K.*
Archana Sharma
Center for Consultancy & Research/India

1
Johanna Tammsalu
IDG Global Solutions EMEA
Natanja Friedrich *IDG Sweden*
Fredric Holmgren *IDG Sweden*
Christer Dånsjö *IDG Sweden*
Frida Sundkvist *IDG Sweden*
Shirley Campos de Lima
IDC Brazil
Veronica Gätzschmann
IDG Germany
George Padilha
Now!Digital Business
Larysa Yolkina *IDC U.K.*
Rosalind Craven *IDC U.K.*
Inge van Dijk *IDG Netherlands*
Charles Stevenson *IDG U.K.*
Laura Gargolinski
IDG Enterprise
Kathleen O'Neil *IDC*
Amir Ahari *IDC Canada*
Teck Zhung Wong *IDC China*
Fiona Wu *IDC China*
Albert Xiao *IDC China*
Joy Xing *IDC China*

Any business unit wishing to have its employees' anniversary dates listed in this column may send the appropriate information to world_update@idg.com.

One on one

continued from page 3

and are planning for one event every six weeks in the next calendar year. These events will be thematic or vertical-industry-focused. For example, we will plan to have the Indian Financial Services Congress in Mumbai in November this year. Similarly, there is a Factory 20:20 event, developed by the Manufacturing Insights team, planned for February 2012. This approach resonates with the sponsors that want to allocate marketing dollars to specific communities.

Further, from our clients' perspective, our custom events offering is a critical part of the integrated marketing programs offering. They get a lot of value from being able to engage with focused audiences that IDC India is able to deliver. As an example, we recently ran a Financial Services roundtable for a large business intelligence software house in Mumbai.

Q IDC India is co-located with IDC's Center for Consultancy and Research (CCR). How are the two IDC businesses different?

A We are focused outwardly toward clients, while IDC CCR works with IDC business units around the world. We are located in the same building and leverage the existing infrastructure and support services at CCR. Led by Managing Director **Piyush Singh**, IDC CCR's 65-person staff provides internal services, such as global and regional research support, statistical analysis, software application development, web design, database management, publishing services, customer support and other back-office functions to IDC business units around the world. IDC India offers local research, consulting, conferences, events and go-to-market services to clients in India and provides high-quality Indian research and consulting for IDC's local and international clients. WU

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to see a quick snapshot of what's happening at IDG around the world. Any employee can send in a photo of what'as going on at the office, an image from an event, or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

celebrating 10!

Name
Aaron McPherson

Home
Newton, Mass.

Joined IDC
July 2000 as a Research Manager.

Career path
Joined the Online Financial Services group in July 2000, covering eLending. A year later, launched the ePayments CIS in response to customer demand; this soon became my sole focus. In 2002, IDC acquired Meridien Research and rebranded it as Financial Insights, the first of the Insights units to be launched. Since then, I have continued to build the Payments practice here, establishing a brand in enterprise payments and mobile payments.

Current title
Practice Director, Financial Services. I am very busy keeping up with the accelerating pace of change in payments technology, particularly with the advent of smartphones and tablets. I also frequently work across business unit lines, doing mobile payments with Stephen Drake's Mobile Devices group, health care payments with Health Industry Insights, retail payments with Retail Industry Insights, security with Chris Christiansen's Security Products and Services Group. Payments could be considered a "horizontal" technology, in that it underlies many different vertical markets, so there's a lot to keep track of.

Three things you do in a day's work
Active involvement with the community through Twitter, LinkedIn, the IDC Financial Insights blog and conversations with reporters; fielding inquiries and consulting work; and writing research reports.

Most challenging part of your job
Staying up to date on everything that is going on in payments all around the world and finding ways to consolidate it into written research and consulting deliverables. This is an extremely dynamic, complex, and fast-changing industry.

Best part of your job
Going to trade shows all over the world, meeting with innovative thinkers and seeing new technology.

Job perk
Getting to travel the world; in the past 10 years, I have been to Athens, Amsterdam, Vienna, Copenhagen, Oslo, Milan, Sydney, Rio de Janeiro, Paris and London, as well as many cities around the U.S.

If you could change one thing about IDG, what would it be?
I wish we could be more of a truly global company; the current regional structure, while it obviously makes us more responsive to local trends, can make it difficult for us all to work together.

*IDC Framingham's **Aaron McPherson** celebrated 10 years of service to the company at a dinner hosted by IDG Chairman **Pat McGovern**.*

Best way someone could compliment you on your work
By appropriating it for their own presentation, strategic plan or marketing collateral. Of course, I'd rather it is properly attributed, but you know what they say about imitation and flattery…

Best compliment you've ever received on your work?
Seeing my concept diagram for enterprise payments still showing up on slides six years later.

Family
My wife Amy and I have three children: Henry, 7, and Alison and Caleb, 2.

Manager's profile
"Aaron is an excellent researcher and writer and his knowledge and insights in the payments space are continually sought by customers, co-workers and the media. Aaron is also extremely client-focused and looks to deliver value in every customer engagement and interaction both for his practice and IDC Financial Insights as a whole."

— David Potterton, VP, global research, IDC Financial Insights

and finally…

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Joanne Goodchild *CSO*
Justin Haywald *GamePro*
Matt Kim *IDG Korea*
Jaideep Mehta *IDC India*
Michael Mullaney *IDG Global Solutions*
Daniel Visarius *IDG Germany*
Cestmir Zák *IDG Czech*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorld, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

5 SEPTEMBER 2011
VOLUME 41, NUMBER 32

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Webwereld uses IDGNS to broaden impact of Apple scoop

Coordination results in near-simultaneous launch in Dutch, English IDG media

"This was a major, cooperative effort to up the ante, journalistically as well as traffic and marketing wise. It's great to see the whole thing worked like clockwork."

— Andreas Udo de Haes, reporter, Webwereld

Thanks to close coordination with the IDG News Service, Webwereld Reporter **Andreas Udo de Haes** was able to simultaneously launch a breaking story in both the Dutch and English media, resulting in great traffic to the Webwereld.nl website and links to the original story from all over the world.

Udo de Haes, whose beat includes legal issues and lawsuits related to technology, privacy, patents and copyrights, got a tip that Apple had sued Samsung in District Court in The Hague, though both companies attempted to keep the suit off the media radar. During the hearing on Aug.10, Samsung's lawyer made a general allegation that Apple had been "manipulating visual evidence to make Samsung's devices look more similar to Apple's."

"It was quite a serious allegation, especially because these cases are (besides patents) about the allegedly 'slavishly copied' design and look and feel of Apple by Samsung. Nonetheless, the lawyer didn't follow up on this claim, so I decided to investigate myself," Udo de Haes said.

"I couldn't get my hands on the Dutch complaint at first but found the German one online. And, lo and behold, buried in the complaint was a prominent picture of an iPad 2 side-by-side a purported Galaxy Tab 10.1, but the dimensions and aspect ratio of the Tab were clearly wrong.

"Further investigations verified my assessment. The Galaxy Tab due on the European market is taller and more oblong than the iPad 2. However, the shape of what Apple's claims to be a Tab 10.1 resembles the iPad very closely. The picture of the alleged Galaxy Tab provided by Apple is cropped and its aspect ratio is distorted."

Sensing the story would be of international importance, Udo de Haes produced both a Dutch version and an English version and contacted IDG News Service Editor-in-chief **Elizabeth Heichler** over the weekend in preparation for a Monday morning launch.

Udo de Haes asked Heichler to give editors at

continued on page 5

Inside this issue

Two IDG ad programs win Business Marketing awards *page 2*

ChannelPartner features QR code contest on magazine cover *page 2*

One on one: IDC U.K. SVP/Sales & Marketing Keith Henry *page 3*

'Passport' helps differentiate Canadian market from U.S. *page 4*

Last two weeks to enter the IDG Calendar Contest *page 5*

Celebrating 20: InfoWorld's Caroline Craig travels to New Zealand *page 8*

Marketing program helps PCW, MW grow Twitter followers

PCWorld and Macworld are seeing steady growth in the number of their followers on Twitter, thanks in part to a Twitter marketing program in which the two brands recently participated. Since the program's inception in March, PCWorld has increased its followers from 40,000 to 79,000; Macworld's followers number more than 116,000, up from 95,000 when the program began.

Earlier this year Twitter announced beta programs of two advertising products — Promoted Tweets and Promoted Accounts — under the banner "Start Advertising" (http://business.twitter.com/advertise/start). **Alexa Wriggins**, PCW | MW VP, audience development and analytics, said PCW and MW participated in the programs in order to quickly increase the number of their Twitter followers.

Promoted Tweets enables advertisers — in this case, PCW and MW — to get more exposure for individual tweets by auction bidding on keyword terms. Wriggins said they divided the campaign terms into the following three groups: technology terms such as "Android," competitive websites such as "PCMag" and high-profile technology journalists such as "Pogue" or "Veronica Belmont." When one of those terms appeared in a Twitter user's search, the resulting found tweet was labeled a promoted tweet.

Advertisers pay on a cost-per-click basis in a blind auction. In addition to paying to buy the keyword, PCW|MW also pays when a user retweets, replies to, clicks on or makes the PCW | MW promoted tweet a favorite. "The higher you bid, the more impressions you receive," Wriggins said. "We bid the minimum and found that we could run through our daily budget in a matter of hours. That's one of the issues Twitter is ironing out." Wriggins said that although promoted tweets did increase the popularity of some tweets, "it did not

continued on page 6

in brief newsworthy

IDG ad programs win two Business Marketing Association awards

IDG clients have won two B2 Awards from the Business Marketing Association. The B2 Awards are an international business-to-business marketing and communications contest that recognizes excellence among top agencies and corporate marketers.

Intel's nanosite ran across IDG Enterprise, PCWorld and IDG TechNetwork sites.

The Intel Nanosite Unit, nominated by Intel's agency OMD, has won an Award of Excellence in the Digital Advertising category, Banner, Non-Standard Ad Units, Single division. To grow the message of Intel Core and Xeon as premium solutions for IT decision makers, IDG Strategic Marketing Services (SMS) proposed the continuation and expansion of the current Intel nanosite — a custom-built, rich-media content unit that integrates IDG editorial content with Intel's assets. The unit was redesigned with expanded functionality such as 'unit hopping' between different topical versions of the nanosite and a mobile site. The nanosite ran across IDG Enterprise, PCWorld and IDG TechNetwork sites with results that exceeded industry benchmarks.

Siemen's mobile campaign with CIO, Computerworld and Techworld in the U.K. was a Category Winner in the Mobile Advertising Campaign division. It was nominated by its agency, IAS b2b Marketing. The campaign ran for a month during January/February and was part of an integrated marketing program that also ran in the U.S. and Germany. It involved mobile sponsorships, QR codes and a mobile client site, among other features. Siemens worked with IDG Global Solutions EMEA to develop a repositioning campaign to demonstrate how technology solutions and services are integral to business strategy as a way to make organizations more effective. The engagement rate was high, with 1.1 million mobile impressions and a click-through rate of up to 0.5%.

The Siemens program has also been shortlisted for the B2B Marketing Awards, organized by B2B Marketing, to be announced at an event in London in November.

To read more about the Siemens campaign go to http://idg.me/qN-JxLD or write to IDG Global Solutions Director/SMS ***Lisa Glover*** *at lisa_glover@idg.com. For more on the Intel program write to IDG SMS VP/Development* ***Melinda Reilly*** *at melinda_reilly@idg.com.* WU

Germany's ChannelPartner features QR code contest on magazine cover

ChannelWorld sales staff will now be able to tell clients their target audience is receptive to QR code campaigns.

Aiming to test drive a new technology while acquiring contact information from IT channel retailers for participating sponsors, the staff at IDG Germany's ChannelPartner created a QR code campaign in combination with a raffle. This was a raffle that was very easy to find: It was promoted on the cover of the June 20th issue.

Readers could use the QR code reader on their smartphone to scan the QR code on the cover, which lead to a landing page built by IDG Germany's technical team. Each day the landing page showed a different raffle item, each provided by one of seven vendors. The products were also displayed on the inside cover page of ChannelPartner.

The raffle ran for 14 days, so each vendor's product was shown on two days. Visitors could register for one or more products. Each raffle item drew an average of about 200 visits.

The QR code also appeared on ChannelPartner.de and in weekly ChannelPartner newsletters.

Participating vendors were BlackBerry (smartphone), Acer (tablet), Fujitsu (scanner), Adobe (software), Xerox (printer), Dell (smartphone) and BenQ (monitor).

"We weren't sure if the IT channel would be open-minded about using a new technology like QR codes, but we were rewarded with good participation," said ChannelPartner Account Director **Sven Langenfeld**. "One visitor said, 'This is a great idea; something new for the mobile generation!'"

The raffle drew some 1,400 registrations, of which 800 were retailers, and from those ChannelPartner collected 380 new qualified retailer contacts.

"We can use this as a model to show clients that their target audience accepts QR code campaigns, and that means additional value to print ads and broadens the possibilities of communication," Langenfeld said.

For more details write to slangenfeld@channelpartner.de. WU

IDG Training Blog: Take action now

Check out the latest posts on the IDG Training Blog to get some tips on how to avoid procrastination and the importance of taking two minutes to get quick projects out of the way.

Don't delay — go to www.idgcentral.com and click on Blogs. While there you can also persue employee blogs on mobile, grammar tips and video.

Here's how to change your IDG Central password

Emloyees can change their auto-generated IDG Central password for something more easily remember. Click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts.

Biographies and slideshows on IDGNS

The IDG News Service (www.idgns.com) has a variety of editorial resources for journalists. Among them: the Bio Library and Slideshows.

For the Bio Library, go to IDGNS.com and select the Tools/Resources tab, then Bio Library. Choose from the alphabetized list of IT industry luminaries for contact information, date of birth, career path and educational history and narrative information gleaned from the individual's company-approved sources and IDGNS or other IDG content.

Slideshows are under the Multimedia tab on the home page. These include a thumbnail of each slide and a link to a high-res image. Text for each slide is provided. More than 50 slideshows are available so far this year on topics such as Gizmos at Computex 2011, 10 Essential Facebook Tips and Tricks for All Users and 10 Great Games for Your BlackBerry Playbook. WU

one on one the interview

Keith Henry
IDC EMEA's senior vice president, Sales & Marketing, is this week's columnist. Reach him at khenry@idc.com.

As we approach a new IDC year we have a number of sweet spots where we can achieve strong growth including the telco sector, peripherals players, improving vertical/Insights expertise and the huge software segment where the region has recently invested in a series of qualified, high profile analyst and consultants.

Q How has your job changed over the years?

A Having just celebrated 20 years with IDC, this is an ideal point for career reflection. For the most part it feels time has flown by — indicative of the stimulating work environment within the IDC organization, the opportunities to grow and learn and the unquestionable reality that no two years are the same in the industry we serve.

For the first decade of my tenure at IDC, I served as managing director of IDC U.K., which has the distinction of being IDG's first international operation. This proved to be a wonderful opportunity to learn leadership, P&L management and, importantly, engage with senior customers and help directly support their business priorities and resolve issues.

However, I really relished being given the awesome challenge to become head of sales for EMEA back in 2000, as sales has always been in my DNA dating back to my days at Xerox. Among other things, this move provided me with the unique opportunity to work with other senior sales colleagues worldwide including [Senior VP/Worldwide Sales] **Brad Thorpe** and [SVP Industry Accounts] **Michael Deutsch** to develop IDC's Global Selling Program, which became, and continues to be, a significant competitive advantage in the market and enables IDC to be regarded as a real partner with core clients around the globe. As sales leader in the EMEA region, I am involved in many activities. However, it is never lost on me that my priorities are to forecast the business accurately and focus myself and my teams on building pipelines — and closing pipelines to grow the business!

Q How would you characterize clients' needs when you started?

A I first started selling tech advisory information more than 25 years ago. Interestingly, my current manager [Executive VP/International Business Units] **Philippe de Marcillac** was a highly regarded PC analyst at that time who supported me in this endeavor. Curiously, in these early days client needs typically revolved around the desire to have a reasonably accurate market size and forecast. In the 1980s this was restricted to the major Western European countries such as U.K., Germany, France — any coverage of smaller European countries was a bonus. ICT market Information on emerging markets was largely nonexistent. How times have changed!

Q How is IDC meeting client needs today?

A If we consider the breadth, complexity and granularity of the information and strategic and tactical advice offered by IDC today, it is nothing short of incredible. Impressively, we are now extending this expertise from vendors and financial institutions to building the IDC brand with end users and IT executives.

IDC EMEA has historically built a comprehensive events portfolio in each country, and we have enormous potential to create, sell and execute added-value offerings on the top of a successful events business. The hottest events we have witnessed in recent times are in the security area, but, of course, we are now seeing huge demand for cloud events.

In my opinion one of the greatest advances our organization has made in the last few years is in the Go-to-Market area where we continue to roll out pre-packaged integrated marketing solutions. This really resonates with local client marketing and sales teams across the region and gives access to new budget streams.

That said, it all comes back to the awesome, specialized research capabilities IDC demonstrates to size and forecast ICT markets around the world. I was recently at a meeting when the co-founder of Outsell, the market watcher, remarked, "IDC is the only agency that provides fact-based research based on quantification of the market...and in that capacity the firm is unique."

Q How do you see the future for IDC in EMEA?

A Despite the current turbulence, uncertainty and downward pressure on client tech market intelligence and marketing budgets, I see a positive outlook for IDC in the EMEA region. Over the years, it has been remarkable how IDC has weathered the industry's changing fortunes with relative sanguinity.

The reality is that EMEA incorporates two constituents operating at different speeds. MEA (Middle East and Africa) continues to be buoyant and dynamic where IDC under the leadership of [SVP, EMEA Research] **Steven Frantzen** and [VP/Regional Managing Director MEA and Turkey] **Jyoti Lalchandani** have successfully established a powerful presence and brand. Signals for future growth and expansion for MEA look compelling.

Western Europe as well as Central Eastern Europe represents slower growth, mature markets where we will need to be innovative, focused and highly proactive to take disproportionate share of customer budgets and grow the business.

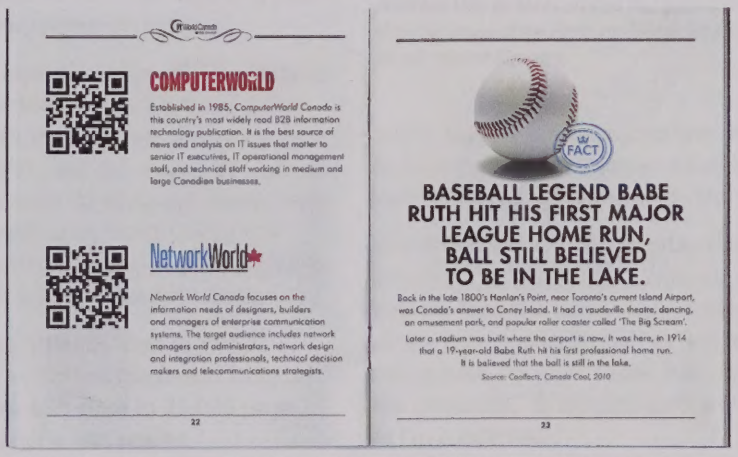
continued on page 4

'Passport' helps differentiate Canadian market from U.S.

Unique piece combines IT market data, quirky trivia to make impact

It's not always easy being the northern neighbor of the United States, especially when marketers assume they can reach your audiences via U.S. titles and websites read by Canadian IT professionals. Finding ways to differentiate IT World Canada's unique selling proposition takes persistence and creativity — just ask **David Spindler**, the company's VP of sales and marketing.

One such piece of creative marketing collateral that has done a good job of loosening purse strings while serving as a memorable leave-behind is the IT World Canada Passport. The passport, which resembles a real Canadian passport (so closely, in fact, that a shipment of 30 "passports" headed to IDG's Boston office was returned by immigration, though a subsequent shipment did arrive safely) combines information about the Canadian IT market, IT World Canada products and services and some light-hearted — and interesting — bits of trivia about Canada, its people and its innovations. (What, for example, do the first long-distance telephone call, the zipper and instant mashed potatoes have in common? You guessed it — they were all created in Canada. And who knew every bit of mustard used on hot dogs in Yankee Stadium emanates from Saskatchewan?)



IT World Canada's "passport" combines information about its media products and services, Canadian IT market information and unusual bits of trivia about Canada while underscoring the fact that Canada, which requires that U.S. travelers have a passport to enter the country, presents a market distinct from that of the United States.

"We wanted to create a leave-behind that would be a visual reminder that Canada is a very distinct and unique market from the United States," Spindler said. "After all, Americans now need a passport to enter the country."

The company produced approximately 2,000 of the passports, which have been distributed to U.S. marketers during joint sales calls with IDG Global Solutions as well as directly to various contacts in the U.S. "The passport has been an important component in helping us to maintain our exposure with many of our customers and has been helpful in the growth of our IGS activities," Spindler said. "Like our customers, we need to continually think outside the box in order to be seen and heard. The same-old-same-old will not cut it in the future."

For more information, contact David Spindler at dspindler@itworldcanada.com. WU

One on one

continued from page 3

Q How are you preparing for FY12?

A As we approach a new IDC year we have a number of sweet spots where we can achieve strong growth including the telco sector, peripherals players, improving vertical/Insights expertise and the huge software segment where the region has recently invested in a series of qualified, high-profile analyst and consultants. This will provide improved opportunities to step up our customer responsiveness and client-analyst interaction and help provide winning solutions to our customers.

All in all, the management team is definitely making the right investment choices to focus on growth in FY12 and beyond.

In summary, like everything in our industry, it all comes back to successful implementation of the agreed-upon strategies and focusing our team on exactly the right opportunities. In this way, no two years can possibly be the same in our business. WU

Webwereld

continued from page 1

PCWorld and Computerworld a heads up about the approaching scoop. "We did this explicitly so we could synchronize the publication time of the Dutch and English version. This maximized impact across IDG publications and prevented other publications and blogs hijacking or twisting the story out of context before the official, sanctioned English version came online," Udo de Haes said.

Heichler edited the English-language version of the story for the wire, contacted Computerworld Managing Editor, News **Ken Mingis** and PCWorld Contributing Editor **Peggy Watt** and forwarded two images depicting the iPad and the Galaxy Tab 10.1 to them.

Mingis said the story, which was posted Monday, Aug. 15, has so far generated almost 40,000 page views, "which is really good for a news story, especially one from overseas, given that our audience tends to be more U.S.-focused." Mingis noted that the story was particularly timely as Computerworld has recently stepped up its coverage regarding patent issues, especially those related to mobile.

"This is an excellent example of how IDG's collaborative efforts work effectively. We got a timely heads up on a hot story with the opportunity to enhance it for our audience," Watt said. As of Aug. 29, Udo de Haes' story had generated 68,874 page views ("very strong traffic for a single story," Watt said), 172 comments, 178 recommendations, 1,000 Facebooks "likes," 299 retweets and 111 Google+ plugs.

Meanwhile, in the Netherlands, Udo de Haes' story currently ranks as the third best-read story on Webwereld of all time with close to 75,000 page views just two days after it was posted.

"The IDG News Service did a great job of both editing and coordinating this operation," Udo de Haes said, noting that the whole process was repeated several days later after he discovered a similar case of faulty evidence in Apple's complaint in The Netherlands.

***Andreas Udo de Haes** created this graphic to highlight the allegedly distorted image of the Samsung Galaxy Tab 10.1 submitted by Apple in its suit against Samsung.*

Udo de Haes said IDG Netherlands has occasionally provided the News Service with stories translated into English, "but this was a major, cooperative effort to up the ante, journalistically as well as traffic- and marketing-wise. It's great to see the whole thing worked like clockwork. To be continued and repeated, as far as I'm concerned!"

For more information, contact Andreas Udo de Haes at audodehaes@idg.nl.

WU

Less than two weeks left to enter the 2012 IDG photo calendar contest!

Entries must be received by Sept. 16. Send yours today!

The deadline is coming fast for IDG's annual Employee Photo Calendar contest. Entries will be accepted through Sept. 16. The calendar, which is mailed to IDG offices worldwide, is your opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what you need to do (complete rules are also on IDG Central):

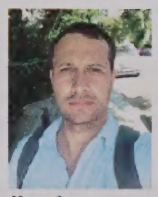
- You may submit up to two color or black-and-white digital images on any subject.
- Digital images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Please include your name, business unit, telephone, fax number and e-mail address as well as a title for your photograph(s).
- Send photos to world_update@idg.com.
- Entries must be received by Sept. 16, 2011.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in late September. More information about the online voting will be published in September. Online voting will take place during the weeks of Sept. 26 and Oct. 3.

Any questions may be directed to the World Update editors at world_update@idg.com. Good luck!

noteworthy people

New employees


Hermier

Jean-Christophe (JC) Hermier joins **IDG Communications U.K.** as director of online, B2B. He was previously digital campaign manager with online betting site Betfair. He earned an M.A. in business from France's ESCEM school of business and management and has also studied at Macquarie University in Sydney, Australia. In his free time he enjoys photography and writing comedy and short stories. "A Facebook application I worked on is going to be released soon. It is about flirting. Being French came in really handy, but it also required lots of clever copywriting." *jc_hermier@idg.co.uk*

New at the **CIO Executive Council** is Administrative Assistant **Elaine Lee**. She previously worked for Kroll Factual Data's national sales department as an administrative assistant. She studied professional administration at Burdett College in Worcester, Mass., and enjoys photography and gardening. *elee@cio.com*

Previously a **Macworld** editorial intern, **Alexandra Chang** joins the publication as a staff editor and will work on general news and digital photography coverage as well as Superguides and iPad features. She earned a B.A. in rhetoric from the University of California/Berkeley and enjoys cooking, baking, reading and camping. *achang@macworld.com*

Chang

IDG WORLD UPDATE

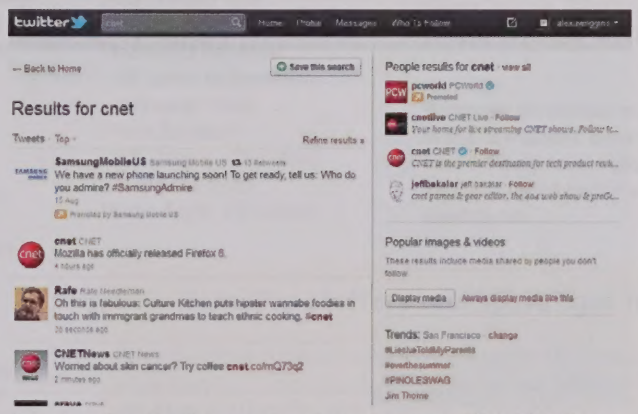
Send new hire, promotion and transfer information to world_update@idg.com.

Twitter

continued from page 1

have a material impact on traffic back to our sites." PCW and MW have stopped the promoted tweets program for the time being, but Wriggins said they may relaunch them "if we need to drive traffic and engagement to ad campaigns that rely on custom content."

The second program, Promoted Accounts, provides an opportunity to increase the number of users who follow a brand. Advertisers again bid on keywords, and Twitter highlights advertisers' accounts to the users its recommendation engine identifies as most likely to find it interesting. Advertisers are charged on a cost-per-click basis for new followers. "This has proved to be a more effective long-term strategy," Wriggins said, "and we have been able to grow our followers significantly at a relatively low cost. It was also a simple campaign that we managed in-house."



PromoAcct: Searching Twitter for "cnet," one of the words PCWorld|MW bids on, brings up the PCW logo in the right-hand column with the "promoted" account sign in yellow.

According to Wriggins, the more followers PCW and MW have on Twitter and Facebook, "the larger our reach and the more referral traffic we get back to our own sites. Social factors are now a relevant component of search engine rankings."

There are many reasons why having a large following on Twitter and Facebook matters, Wriggins continued. "The two are reliable and relevant sources of news and information, especially when the content comes from trusted brands. Readers expect publishers to provide them with curated information on these platforms, and we deliver."

In additional to investing in Promoted Accounts on Twitter, the PCW | MW social acquisition strategy includes promoting the publications' Twitter and Facebook accounts on all of their websites' pages, encouraging users to share content from the sites (and making it easy for them to do so by putting Twitter and Facebook Like buttons on the top of every article page), posting the best and most relevant content to their RSS feeds on a consistent basis and engaging readers with tech-focused humor, quizzes and polls on PCW's site and on its Facebook page.

PCW | MW retain their followers "by being genuine, consistent and dedicated," Wriggins said. "We spend time researching topics of interest to our followers and being thoughtful about what is posted. The PCWorld and Macworld editorial teams have done a remarkable job engaging with our audience on the social networks and making the readers feel like they are part of a close community of people who love tech."

According to Wriggins, PCW and MW receive a lot of user feedback when it's asked for. "Sometimes we ask followers for their opinion of a story," she said. "At other times, we just ask questions for fun to keep them engaged. It's probably a generally accepted psychological principal that people like it when they feel that someone is interested in their opinion."

For more information contact Alexa Wriggins at alexa_wriggins@pcworld.com. Is your business unit using any new Twitter advertising products? Provide a brief update in the comments section of this article on IDG Central. WU

PCW, MW Facebook followers increasing

PCWorld's Facebook followers are also growing rapidly, surpassing 31,000 in June; Macworld's Facebook followers number approximately 15,000. "Our audiences are more in line with the Twitter demographic — which is largely male and tech-focused — than with Facebook, which has a much broader focus," noted **Alexa Wriggins**, PCW | MW VP, audience development and analytics.

Anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Gary Beach *IDG Enterprise*

23
Hilary Smith
IDG Corporate Services

21
George Bulat *IDC Canada*

19
Donna Moschella Hopkins
IDG World Expo

18
Cheryl Talamini
IDG Corporate Services
Urszula Imbirska *IDG Poland*

16
Glenn Mosesso
IDG Corporate Services

15
Betty Amaro-White *IDG Enterprise*
Peter Holmgren *IDG Sweden*
Krzysztof Daszkiewicz *IDG Poland*
James Walker *IDG U.K.*

14
Terri Haas *IDG Enterprise*
April Montgomery *IDG Enterprise*
Thomas Rau *IDG Germany*
Margit Rützel *IDG Germany*
Andrzej Garwolinski *IDG Poland*
Mario Lombardo *IDC U.K.*

13
Sujay Bhattacharya *IDC Singapore*
Catarina Källström *IDG Sweden*
Bianca Aumeyer *IDG Germany*
Cord Moeller *IDG Germany*
Pawel Bragoszewski *IDG Poland*

12
Sandie Breese *IDC Australia*
Bryan Ma *IDC Singapore*
Torben Hansen Daarbak
IDG Denmark
Malgorzata Majer *IDG Poland*

11
Michael Mullaney
IDG Global Solutions
Lianfeng Wu *IDC China*
Pernilla Strid *IDG Sweden*
Zoltan Komaromi *IDC Hungary*
Sabrina Samtleben *IDG Germany*
Annie Weissenberger *IDG Germany*
Magdalena Sobkowicz *IDG Poland*
Sabina Hossmann *IDG Switzerland*
Barbara Madariaga *IDG Spain*

10
Jun Miyamoto *IDC Japan*
Daniel Visarius *IDG Germany*

9
Ida Hasselrot *IDG Sweden*
Roberto da Silva Gois
IDC Brazil
Jonas Triebel *IDG Germany*
Henry Ernst *IDG Germany*
Juan Ramon Melara *IDG Spain*

8
Fred O'Connor *IDG News Service*
Andreas Leijon *IDG Sweden*
Michael Graf *IDG Germany*

7
Peter Babb *InfoWorld*
Ye-Ri Park *IDC Korea*
Krista Napier *IDC Canada*
Carl-Johan Wollner
IDG Sweden
Denis Arcieri *IDC Brazil*
Thamar Thomas-Issbruecker
IDG Germany
Melanie Stahl *IDG Germany*
Wolfgang Koser *IDG Germany*
Joaquim Menzes *IT World Canada*
Peter Pool *IDG Netherlands*
Paula Bardera *IDG Spain*

6
Christopher Kay
IDG Corporate Services
Vito Mabrucco *IDC Canada*
Miwako Suzuki *IDC Japan*
Brian Troelsen *IDG Denmark*

5
Per Melker *CXO Media*
Brian Glynn *CXO Media*
Natalie Wan *IDC Hong Kong*
Harish Taori *IDC Singapore*
Nicolai Devantier *IDG Denmark*
Madelene Hellström
IDG Sweden
Diana Riofrio *IDC Peru*
Patrizia Klein *IDG Germany*
Thomas Wittulski *IDG Germany*
Zbigniew Kowalski *IDG Poland*

4
Bob Diack *CXO Media*
Jason Lin *IDC China*
Amabel Palencia
IDC Philippines
Harish Nanjundappa
IDC Center for Consultancy & Research
Alan Walker *IDC Canada*
Kevin Restivo *IDC Canada*
Carl Grape *IDG Sweden*
Ola Ljungstedt *IDG Sweden*
Fredrik Persson *IDG Sweden*
Cesar Longa *IDC Peru*
Schumager Bacaroglo
IDC Brazil
Edmund Heider *IDG Germany*
Dominik Grau *IDG Germany*
Matheepan Panchalingam
IT World Canada
Christopher Brown *IDG U.K.*

3
Kim Han *IDG Enterprise*
Svetlana Surgay
IDG Technical Support Group
Mahantesh Patil *IDC India*
Vern Harn Hue *IDC Malaysia*
Povl Rasmussen *IDG Denmark*
Adele Carter
IDG Global Solutions
Jonnie Wistrand *IDG Sweden*
Alexander Dreyssig
IDG Germany
Liliana Rathsmann
IDG Germany
Heike Bsdurrek *IDG Germany*
Selen Sveket *Macworld U.K.*

2
Rose Wong *IDC Malaysia*
Kate Burt *IDC New Zealand*
Janet Chiew *IDC Singapore*
Jose Crisanto Tano
IDC Philippines
Madhumita Dandapat
IDC Center for Consultancy & Research (India)
Pritom Bordoloi
IDC Center for Consultancy & Research (India)
Martin Appel *IDG Sweden*
Marcos Vinicius Alvares
IDC Brazil
Manuela Kubon *IDG Germany*
Ann-Christin Bleser
IDG Germany
Monika Dyba *IDG Poland*
Solange Calvo
Now! Digital Business

1
Kate Kirkcaldy *CXO Media*
Amy Dulak *IDG World Expo*
Peipei Wu *IDC Taiwan*
Vladimir Masich *IDC Canada*
Claus Johansen *IDG Denmark*
Anja Lolk *IDG Denmark*
Emil Söhr *IDC Sweden*
Sandra Berggren *IDG Sweden*
Fredrik von Schmalensée
IDG Sweden
Clemens Fetzer *IDG Germany*
Lutz Hädrich *IDG Germany*
Johanna Moreau *IDC France*
Stelios Tourikis *IDG U.K.*
Philippe Boulanger *IDG Spain*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

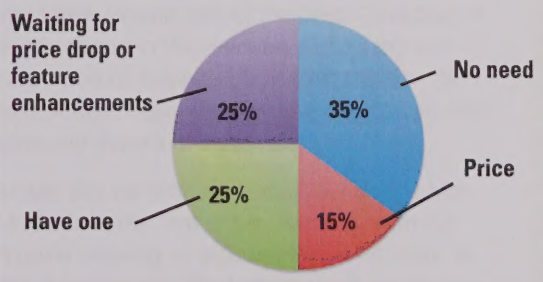
IGS, GamePro staffers win scavenger hunt

Congratulations to the two winners of the recent IDG Central scavenger hunt: IDG Global Solutions Program Delivery Manager **Susan Johnson** and GamePro Web Developer **Christopher Lee**. They answered all eight questions in the contest earlier this month and were selected at random from all those submitting correct answers.

An IDG canvas tote bag and two beach towels are on their way to both winners. Thanks to everyone who participated!

Question of the Week results for Aug. 29

Why haven't you bought a tablet?



Log on to www.idgcentral.com to vote on this week's question:
How many old mobile phones do you have but don't use?

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. InfoWorld East Coast Online Editor ***Caroline Craig*** *traveled to New Zealand earlier this year.*

Joined InfoWorld
July 6, 1988

Career path
I started out as a Copy Editor for InfoWorld and then moved off the copydesk to work as Assistant Managing Editor, Managing Editor and Associate News Editor. In the early days of InfoWorld's online edition, I moved back East and have been a telecommuter ever since, working from my home outside Philadelphia. I am currently East Coast Online Editor.

Why I chose this trip
New Zealand had been a dream destination for years. My longtime best friend lives on the other side of the country, and this trip gave us the chance to reconnect during long hikes and over great New Zealand wines.

Trip highlights
We spent two weeks touring the southern part of the South Island, including the scenic Southern Alps, Lake District and Fiordland on the West Coast and the rugged Otago peninsula on the East, which is known for its wildlife.

The weather during New Zealand's fall was perfect for hiking, and we quickly settled into a rhythm of hiking in stunning, jaw-dropping scenery during the days, relaxing over excellent food and wines in the evening and enjoying some of the best star-gazing in the world, with dark, clear night skies offering incredible views of the Southern Cross.

The trip started in Queenstown, where we passed on the extreme sports of bungee jumping and paragliding in favor of the more sedate tour of a sheep farm overlooking Lake Wakatipu. Then it was on to Mt. Cook, which looms over Lake Pukaki, stopping frequently at the many wineries in the Central Otago area.

Milford Sound, New Zealand's most famous tourist destination, was called the Eighth Wonder of the World by Rudyard Kipling.

The views during our hike on the Routeburn Track on the South Island were beautiful.

On the East Coast we saw blue penguins — the smallest penguin species, at only 10 inches tall — coming ashore at night in Oamaru. The following day, on the rugged and windy Otago peninsula, we saw nesting pairs of royal albatross, with 10-foot wingspans, as well as the endangered yellow-eyed penguin. Back on the wild West Coast, we enjoyed day hikes on the Milford and Kepler Tracks, and watched the sun set over the Tasman Sea during a cruise of the gorgeous Milford Sound. Further down the coast, another cruise took us across Lake Te Anau to a tour of a cave system filled with whirlpools and an underground waterfall and inhabited by thousands of glowworms.

Sheep. They're everywhere! Outnumbering the country's human population by 10 to one.

One of the highlights was the overnight cruise of the immense and isolated Doubtful Sound. We anchored overnight near Helena Falls at the Deep Cove branch of the sound, and in the morning woke early and watched a pod of dolphins playing off the bow of the boat. A brief heavy shower gave way to beautiful rainbows and dozens of waterfalls.

On our last day we took a jet-boat tour up the Matukituki River to the foot of Mt. Aspiring, with our Maori guide regaling us with tales from his work as an extra in the movie "The Lord of the Rings," many scenes of which were filmed in the Southern Alps of New Zealand.

It was truly the trip of a lifetime!

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Eliza Chua *IDG SMS*
Caroline Craig *InfoWorld*
Elizabeth Heichler *IDG News Services*
Keith Henry *IDC U.K.*
Kerstin Langenfeld *IDG Germany*
Melinda Reilly *IDG SMS*
Jeremy Rueb *IDG SMS*
Tom Sanders *IDG Netherlands*
David Spindler *IT World Canada*
Andreas Udo de Haes *IDG Netherlands*
Alexa Wriggins *PCWorld | Macworld*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at www.idg.com.

IDG World Update

12 SEPTEMBER 2011
VOLUME 41, NUMBER 33

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Hurry! Entry deadline for IDG Employee Photo Calendar Contest is this Friday! See details page 6.

Inside this issue

One on one: PC World | MacworldVP/Mobile Products Ulla McGee *page 3*

IDG Netherlands white paper platform tracks user behavior *page 4*

IDG Connect launches Bookshelf white paper iPad app *page 6*

Celebrating 10: IDC's Chris Chute *page 8*

Mobile@IDG portfolio empowers sales teams worldwide

New initiative defines mobile products, emphasizes IDG leadership role

IDG has introduced a portfolio that defines the broad array of mobile products and services that business units around the world have created for clients. This branded set of mobile ad solutions, Mobile@IDG, will make it easier for all IDG sales teams to talk about mobile opportunities and for clients to buy mobile products and services from IDG.

In its basic form, Mobile@IDG is a PowerPoint presentation deck that IDG sales staff can use or adapt to show clients which mobile solutions are best for them. More broadly, Mobile@IDG is a global branding initiative. IDG issued a press release last week to tech marketing and business media outlets detailing how clients are using products and services under the Mobile@IDG umbrella to generate awareness, build engagement and drive lead generation.

"Mobile@ IDG is designed to create a leadership position for IDG within the mobile advertising space," said IDG Global Solutions President **Matthew Yorke**. "We

IDG sales staff can use slides like this one in the presentation deck to show clients the breadth of mobile solutions available across IDG.

learned two-and-a-half years ago when we launched IDG Amplify that if we create a brand and a presentation — in that case social media — it is far easier for all

continued on page 5

IDG U.K.'s Macworld Express iPad app gets high marks

*The IDG U.K. team involved in the creation of Macworld Express includes (back row, l-r): **Richard Bailey**, head of production; **Paul Trotter**, head of mobile; and **Mustafa Mustafa**, publishing director, Macworld Group. Front row, (l-r): **Ben Hakki**, account manager, B2C division; **James Hull**, developer; **Mike Cartwright**, head of ad operations; and **James Walker**, art editor. Hakki, along with Group Advertising Manager B2C Division **James Poulson** (not pictured), were responsible for selling the launch sponsorship of the app to Sonos, a provider of wireless hi-fi systems. Also not pictured: **Mark Hattersley**, editor-in-chief, Macworld Group.*

Macworld U.K.'s Macworld Express iPad app landed in Apple's U.K. App Store last month and the early returns are encouraging. With an average customer rating of 4.5 and over 10,000 copies of the app downloaded to date, Macworld Express is garnering high praise from users.

Users praised the design and speed of the app via reviews in Apple's App Store and also by using the feedback functionality built into the app, with reviewers describing it as "one of the best information apps on the iPad," "an absolute must-have for Apple fans" and "easy to navigate, as well as looking great."

Macworld Express runs on feeds from Macworld.co.uk so content is updated every minute of every day, explained IDG U.K. Head of Mobile **Paul Trotter**.

"Our goal with Macworld Express was to develop an app that could deliver all of the best content from Macworld in real time and present it in a way that best exploited the iPad's capabilities," Trotter said, adding

continued on page 2

Macworld Express

continued from page 1

that "many of the best features in Macworld Express aren't even available in print or online editions."

The app displays content in both portrait and landscape mode and a fair amount of development time was spent ensuring a smooth transition between the two modes. "Elements on the page slide into place when a reader changes the orientation of the iPad rather than snapping from one layout to another," explained Trotter. In addition, social media sharing is built in via Twitter and Facebook as is a location-based map allowing people to find their nearest reseller of Mac equipment. Other interesting features include:

- Articles can be viewed even when the iPad is offline; the app will display articles that were available the last time the iPad was online.
- Readers can opt to save articles indefinitely to view when the iPad is offline.
- Macworld Express features spotlights on the most popular Apple topics, so if readers are interested in news and reviews on all things iPad-, iPhone- or Mac-related, for example, there's a dedicated area within the app for them to find this information.
- The app is customizable via the MyMacworld contents page so users can choose which topic areas appear on the home screen of the app. If they're more interested in news articles, they can choose to have several top news stories appear on MyMacworld, or if they want a mixture of app reviews, iPad news and Mac articles, they can choose a selection of different feeds.

The app is customizable via the MyMacworld contents page so users can choose which topic areas appear on the home screen of the app.

The development process for Macworld Express took five months. "It is possible to build apps more quickly than that," Trotter noted, "but we outsourced much of the coding work to a specialist apps developer that produced the app using native Objective-C, a necessity for developers who want to make the most of the capabilities of the iPad OS without cutting any corners."

Wireless hi-fi system vendor Sonos signed on as the app's launch sponsor. As well as MPU ad units within articles, Sonos' sponsorship includes an advertorial that's accessible via the MyMacworld contents page and a logo at the top of all pages within the app. Also, Sonos resellers are displayed on the Shop page — when a user opens the Shop section, a map shows their current location and also pinpoints the nearest Sonos resellers in the U.K.

For now, the Macworld Express app is available for no charge from Apple's U.K. app store; however, Trotter said charging for apps hasn't been discounted for the future. "Given that the app launch is being sponsored by Sonos for three months, our immediate goal is get as many downloads as possible."

The project wasn't all smooth sailing, Trotter noted. Macworld Express was rejected when it was first submitted to the App Store, with Apple objecting to the "use of its trademarks" — specifically "Mac in the app name in an inappropriate manner."

"Apple typically rejects apps that use trademarks such as Mac, iPhone or iPad in the app name, and this was obviously a major concern for us given that Macworld is our brand name," said Trotter.

> ***"As I'm sure other IDG business units have found, getting apps approved by Apple can be a painful process — no matter how much time and effort you've invested in developing an app, ultimately it's never guaranteed that your app will pass Apple's strict requirements."***
>
> ***— Paul Trotter, head of mobile, IDG U.K.***

"However, we appealed the decision with Apple's App Review board, and within a couple of weeks Macworld Express was approved. As I'm sure other IDG business units have found, getting apps approved by Apple can be a painful process — no matter how much time and effort you've invested in developing an app, ultimately it's never guaranteed that your app will pass Apple's strict requirements."

For more information, contact Paul Trotter at paul_trotter@idg.co.uk. WU

one on one the interview

Ulla McGee
The VP/Mobile Products for PCWorld | Macworld is this week's columnist. Reach her at umcgee@pcworld.com.

"We found that it is very important that our product development and sales team work together closely so that we develop mobile products that are of true interest to our audience and our advertisers alike."

Q It's been about a year since Bob Carrigan designated PCWorld | Macworld to be the coordinator of IDG's knowledge-sharing efforts around content and advertising on mobile devices. Can you recap some key initiatives?

A The Mobile Hub on www.idgcentral.com (see the Community Groups link on the home page) has proven to be a good launch pad for these efforts. Any employee can join Mobile Hub; just click on "Join Group" on the Mobile Hub page. As many countries have developed mobile products and services for audiences and advertisers, they have shared their efforts and results with their fellow IDG business units through this online resource. Similarly, this website has allowed us to share key studies and industry reports from the U.S. and around the world. For year two, we are working on some improvements to the site that will help us quickly access community maintained resources such as a constantly updated vendor database and allow us to discuss topics a bit more efficiently.

Through the Mobile Hub we have been able to identify key people working on or interested in mobile issues around IDG. Around 30 of us regularly join global conference calls, where we exchange about learnings, successes and challenges. Topics have included selling mobile ad campaigns, building mobile applications, taking advantage of HTML5 and creating and selling digital magazines, among others.

Within Mobile Hub we have set up a suite of Google spreadsheets to capture our progress in garnering mobile audiences on websites for smartphones as well as on apps. So far, about 10 business units are participating in this effort, including the U.S. publishers and a number of European countries such as U.K., Sweden, Spain, Netherlands, Germany and Finland. China will be contributing as well.

These reporting spreadsheets help us quantify the mobile opportunity for our advertisers and vendors, and allow IDG's leadership to monitor the growth of our mobile footprint. In July, participating mobile websites recorded over eight million mobile page views per month. Compared to a year ago, this represents an impressive 40% increase in traffic. Similarly, participating business units report that mobile applications have garnered about 6.5 million impressions. Last time we checked, more than 15 IDG countries now maintain around 80 mobile applications. Most of them are iPad and iPhone apps, but Android is catching up fast, and at least six countries offer BlackBerry applications.

Q What were a few highlights from last month's Mobile Hub conference call on digital magazines and newsstands?

A We all would like to capitalize on the opportunity to sell digital magazines on tablets by creating engaging digital magazine experiences that our audiences will pay for. The challenge is to find a solution for creating these digital magazines efficiently and effectively, without disrupting our current processes or handing over too much of the revenue to third-party solutions vendors. There are many options that require very different levels of human and financial resources. Our conference call allowed us to compare notes on the solutions we have considered and employed and with what early results. We compared notes on vendors, and we discussed how to integrate digital subscriptions into existing print subscriber databases.

We also talked about the pros and cons of building stand-alone applications versus participating in third-party newsstand applications such as Zinio or Google Newsstand. Macworld U.S. has done very well in terms of digital subscription sales via the Zinio newsstand application, selling well over 30,000 digital subscriptions since the launch of the iPad. However, third-party solutions always have drawbacks in that they require us to share the customer relationship, the customer data and the revenue. These are very early days for digital magazines and changes happen quickly, so it will be useful to continue the discussion during the Global Product Line Meeting next month and beyond.

You can find the presentations from the call on Mobile Hub, in the Workspace area on the right in the Mobile Conference Call 8-3-11 folder.

Q What have you learned about PCW | MW readers' preferences when it comes to apps and mobile websites?

A For the phone, speed is everything. The information has to load super fast. That is why it is so important to keep everything simple and not get too fancy in terms of user interface or content presentation.

Q What new mobile-related projects are going on at PCWorld | Macworld?

A As far as digital magazine editions are concerned, we will continue to pursue our strategy of being available in as many digital venues as possible. We have recently signed a deal with Google for participation

continued on page 7

IDG Netherlands white paper platform tracks user behavior

IDG Netherlands' new Marketo platform (www.marketo.com) for its white paper library (www.whitepaperlibrary.nl/) serves a dual purpose. It is both a lead generator and a lead nurturer.

Like most white paper libraries, IDG Netherlands' offers free IT vendor white papers to its audience of IT decision makers, and since users must leave their business-card information to download white papers it acts as a lead generation service for IDG Netherlands' clients. "If the person meets the lead criteria set by the client, the individual is qualified as a lead and sold to the client," said **Tom Sanders**, IDG Netherlands group editor-in-chief, Business Media, who acted as project manager for the implementation.

Sanders

Meijnckens

Kijkerman

"Lead generation is evolving beyond basic white paper downloads. Tracking the online behavior of an individual over time allows us and our clients to get a better understanding of their needs and wants."

— Tom Sanders, group editor-in-chief, IDG Netherlands

"However, lead generation is evolving beyond basic white paper downloads," Sanders said. "Tracking the online behavior of an individual over time allows us and our clients to get a better understanding of their needs and wants." Someone downloading a white paper on Seven Common Security Pitfalls is probably interested in security, Sanders noted, "but that doesn't say much about his buying intentions." If that individual next downloads a white paper about implementing a specific firewall and another about upgrading e-mail infrastructure, "we get a good idea of the kind of project that he is working on. The combination of those three white papers is much more valuable for our clients. Acquiring contact information is referred to as lead generation; tracking this person over time is referred to as lead nurturing."

IDG Netherlands runs its white paper library on a domain that allows it to drive traffic to the library from multiple IDG Netherlands publications. "We had previously used a platform from a German provider," Sanders said, "It was firmly built around white papers but didn't allow us to accelerate the growth of our lead generation business and was unable to let us expand into lead nurturing."

About a year ago, IDG Netherlands began a search to replace the German platform. After getting "valuable input" from IDG Enterprise Director, Ad Operations and Project Management **Bill Rigby** and IDG Sweden Business Manager **Henric Jogin**, who are responsible for the lead generation projects at their respective business units, IDG Netherlands conducted customer interviews with about 10 leading IT vendors, both current clients and non-clients, such as IBM, Hewlett-Packard, EMC, SAS Institute and Checkpoint. "This helped us to get a clearer picture of market demands in this space," Sanders said. "The unanimous response from clients was: Don't build a white paper engine, build a lead generation engine."

The Dutch white paper library, now running on the Marketo platform from the San Mateo, Calif.-based company of the same name, currently offers about 200 white papers on a variety of enterprise IT topics, from niche subjects to ones on broader industry trends, from close to 100 vendors.

IDG Netherlands can use the Marketo platform to send e-mails to its users, track the white-paper library pages they visit and report on leads that downloaded specific white papers. "Marketo isn't used for hosting the white papers and displaying the pages that hold the white papers," Sanders said. "That's handled by our existing content management system. The beauty of Marketo is that it is tailor-made to allow firms to do lead generation and lead nurturing out of the box. We no longer have to figure out ways to do this ourselves but instead can learn from the best practices that Marketo has gathered from their customers." Similar products used to be very technical, he added, which often prevented marketers from getting the full potential out of the software. "Marketo has succeeded in hiding this complexity from the marketers, letting them set up their campaigns and reporting in an intuitive way."

Sanders noted that IDG Enterprise in the U.S. uses Marketo's main competitor Eloqua for its lead generation (see IDG World Update, March 17, 2011, at http://idg.me/oQGyur). "In our analysis we didn't find any other parties that offered a comparable product," Sanders said.

Sanders and his team of Marketing Manager **Gabriella Meijnckens** and Developer **Steven Dijkerman** started tracking library downloads early last month. "We've logged 311 individuals to date downloading one or more white papers with minimal marketing efforts," Sanders said.

"This is phase 1 of the project," he continued, "which was designed to deliver the basic functionality of getting the Marketo platform up and running and logging leads. In phase 2 we will optimize the design of the white paper library itself and in phase 3 build out the lead generation business and initiate the lead nurturing campaigns. We'll be hiring a new lead generation product manager shortly, who will be responsible for delivering on phase 3."

Contact Tom Sanders at tsanders@idg.nl.

WU

IDG, IDC research presented at mobile event

Another example of IDG positioning itself in a leadership position in the mobile space took place Sept. 8 in New York City, as more than 100 tech marketers and agency representatives registered for "The Future of Mobile Marketing: Where are We Headed?," an evening discussion and networking event presented by IDG during Mobile Marketing Week. The event was held at the office of IDG's PR firm, Morris + King Company.

PCWorld | Macworld VP/Sales and Marketing **Stacey Levy** opened the program by presenting recent mobile-related research from IDC, IDG Global Solutions, IDG Enterprise and PCWorld | Macworld.

IDC reported in June that the worldwide smartphone market is expected to grow by 55% this year, compared with 2010, and the Android operating system will own 40% of the market in the second half of this year. IDG Global Solutions' survey on mobile device usage, based on 13,000 responses from mobile users in 16 countries, showed that more than two-thirds of the respondents use smartphones and 70% of them use them regularly to access the web and use mobile applications.

The panel discussion, moderated by Anna Maria Virzi, executive editor, ClickZ, showcased examples of mobile marketing programs from a variety of companies. Speakers represented JWT New York, IBM, Verizon Wireless, the Interactive Advertising Bureau and Fiksu, Inc.

IDG SMS Director, Communications and Marketing Programs **Howard Sholkin** also participated on the panel.

Levy's presentation is available with this article on IDG Central.

Write to howard_sholkin@idg.com.

Mobile@IDG

continued from page 1

of our sales people to talk about the topic, it gives our clients a clearer point of reference and it allows us to more easily create buzz about what we can do."

"When **Bob** [**Carrigan**] and **Pat** [**McGovern**] talk about category leadership, there are many aspects of that positioning: strong, vibrant brands; lead generation; digital revenues; the IDG TechNetwork; social media, etc.," Yorke added. "We will not cede leadership in any segment, and it is very clear from all the coverage and analyst forecasts that mobile is going to be a significant segment that is very meaningful."

More than a dozen categories of products and services are part of Mobile@IDG. Among them are:

- **Mobile sponsorships**: Exclusive sponsorship of IDG media sites with device and demographic targeting features driven by banner ads, rich media, custom content and social networking.
- **Mobile Partnerzones**: Vendor content co-branded next to relevant IDG editorial for smartphone and tablet users.
- **Mobile nanosites**: Adapted from IDG's unique microsite within an ad unit called a nanosite, a mobile nanosite features multimedia content, polls and full social media sharing capabilities via Facebook, LinkedIn and Twitter.
- **Customized apps and mobile sites for clients**: IDG can create an app or mobilize a client site. Recently for Juniper Networks, IDG created a CIOResource app for the iPhone, iPod Touch and Android smartphone. News and information on management strategies, agility, transformation and IT alignment are delivered daily along with short surveys that IT pros can take and compare their answers to responses of their peers.
- **Events**: An app in support of a client or IDG in-person event featuring an interactive map, agenda, exhibitor and speaker search tools, collateral and premium content, and appointment requests with exhibitors.
- **Games**: A new offering in the IDG portfolio, custom B2B or B2C mobile games can be integrated into other initiatives, such as Partnerzones, to deliver lead generation and behavioral data.
- **IDG Connect white paper library app**: A recent addition to the iTunes App Store, this free app allows iPad users to search more than 6,000 documents and save ones of interest to their own personal "bookshelf." A vendor can sponsor an iZone in the app for lead generation programs; Oracle is the first iZone sponsor (see story page 6).
- **iPad tablet magazines**: Advertisers can reach the growing iPad user base with sponsorships and rich media ad units.

In addition, marketers can tap into social networks, create polls on questions of interest to vendors and their prospects and add QR code tie-ins to Mobile@IDG programs.

MOBILE @ IDG™

The Mobile@IDG slide deck includes scripts that briefly describe each product category and highlights of this year's IGS mobile device research showing how extensively IDG's target audience is engaged with mobile devices.

As new product categories emerge, the deck will be updated periodically. The slide deck is available for employees on IDG Central's Mobile Hub and by request from the IDG Global Solutions team.

Business units that want to learn more about how to implement any Mobile@IDG products for their clients should contact IGS staff for more details, Yorke said.

Key staff involved in developing and promoting the Mobile@IDG concept globally are IDG Global Solutions EMEA Director, Strategic Marketing Services (SMS) **Lisa Glover**, IGS EMEA Director, Mobile Strategy **Christina Carstensen** and IDG SMS (U.S.) Program Developer **Jason Tenenbown**.

Yorke said IDG business units will play a key role in ensuring the success of Mobile@IDG by keeping his team — and each other — up-to-date on their mobile innovations. "Mobile@IDG is the aggregation of some fantastic work that has been going on in typical IDG fashion all over the world, so we just need to stay out in front by learning from each other," he said. "As just one example of that, make sure you are engaged with the Mobile Hub community group on IDG Central."

Write to matthew_yorke@idg.com.

Get sites mobile-ready through IDG partnership with Black Mobile

Business units that need help in getting their websites mobile-ready can tap into IDG's partnership with Black Mobile, a London-based company that can mobilize sites quickly and cost effectively. It offers a fixed structure and functionality within a template design and uses device detection software so the content is optimized according to the user's smartphone, iPod Touch or tablet device. Business units can opt to feature feed-based content (news, articles), social media feeds, video, white papers, polls, competitions, advertising.

Write to lisa_glover@idg.com. Details coming soon in the Mobile Supplier Contact Library on IDG Central's Mobile Hub.

noteworthy people

New employees

Villani

Jenelle Villani joins IDG Enterprise's Digital Solutions Group as an online account services specialist. She was recently an account service manager for Allen Roche Group. Jenelle earned an A.S. in fashion merchandising and marketing and a B.S. in marketing with a concentration in advertising from Johnson and Wales University in Providence, RI. She enjoys cooking and traveling. *jvillani@idgenterprise.com*

IDG calendar contest entries close Friday

Sept. 16 is the deadline for entering IDG's annual Employee Photo Calendar contest.

First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what you need to do:

- You may submit up to two color or black-and-white digital images on any subject. Digital images must be high-resolution files suitable for publication in a print calendar.
- Photos may be oriented vertically or horizontally. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone, fax number and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com.
- Entries must be received by Sept. 16, 2011.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in late September. Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Any questions may be directed to the World Update editors at world_update@idg.com.

Good luck!

IDG Connect launches Bookshelf white paper iPad app

IDG Connect recently collaborated with IDG Global Solutions to bring its iPad app to market. The idea for IDG Connect's Bookshelf app of downloadable vendor white papers came from a suggestion from **Christina Carstensen**, IGS director of mobile strategy. "This app was the result of a productive partnership between Connect and IGS driven by a real market need demonstrated by the client," said **Matthew Smith**, VP of IDG Connect International.

The Bookshelf app, released in the iTunes store last month, gives users full access to IDG Connect's global library of more than 6,000 IT and business white papers in PDF format. The app is free to download and allows users to search and save content to their own personal iPad 'bookshelf.' More than 7,000 of IDG Connect's white papers have already been downloaded and the average user time is over 10 minutes.

New Bookshelf users must complete a short registration form to get started. Once signed up they are taken to their customized bookshelf, where they can use the search bar to find content from IDG Connect's library of IT and business titles and save any papers they want to keep. Returning users simply enter their e-mail address to access their bookshelf. "The white papers are free to download," Smith said, "and once users have done so they can access as many as they like. One of the main benefits of this application is that papers render beautifully on the iPad. This makes it easier to digest often complex, technical information."

Oracle is the first vendor to sign on to sponsor a lead-generation iZone in IDG Connect's Bookshelf app.

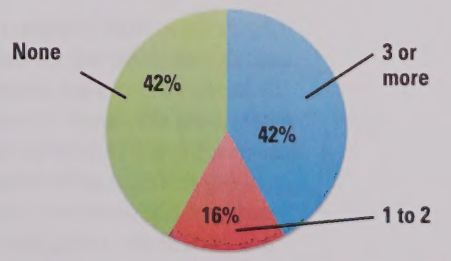
IDG Connect CEO **John O'Malley** said, "Tablet technology is changing the way users access information. This, in turn, is having an impact on the way marketers publish and distribute their content. We hope this application will help give B2B marketers the chance to connect with a wider range of IT professionals and give readers the flexibility to locate business content whenever they need it."

The app includes a vendor-branded iZone, currently sponsored exclusively by Oracle for the next three months, in a deal brokered by IGS's Carstensen and **Helen Savage**, Associate Director, International Sales. After three months, IDG Connect will have space for more iZone sponsors. "The iZone gives vendors the chance to make their papers, videos, analyst reports and other materials easily accessible on a bespoke, branded area within the application," Smith said. Future iZone sponsorship opportunities are also available through IDG Connect.

"This app took 15 weeks to build and test and is a good example of two IDG business units working to together to provide greater intelligence on user behavior," Smith said. WU

Question of the Week results for Sept. 5

How many old mobile phones do you have that you don't use?



Log on to www.idgcentral.com to vote on this week's question:
Can a new CEO save Yahoo?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
John Gallant *IDG Enterprise*

27
Cheryl Crivello *IDG Enterprise*

25
Krisztina Selmeczi *IDG Hungary*

22
Tina Oelschlaeger *IDG Germany*

21
Maria Jose Marzal *IDG Spain*

19
Hermann Apfelboeck *IDG Germany*

17
Ruzena Holikova *IDG Czech Republic*

16
Dan Miller *Macworld*
Jos Schong *IDG Netherlands*
Aldona Rekawek *IDG Poland*

15
Jason Snell *Macworld*

14
Nancy Weil *IDG News Service*

13
Carola Eckert-Zug *IDG Germany*
Frank Maier *IDG Germany*

12
Naoki Morimoto *IDG Japan*
Imre Egri *IDG Hungary*

11
Ray Hoskins *IDC U.K.*
Slawomir Krajewski *IDG Poland*
Kaoru Harikae *IDG Japan*
Lawrence Surtees *IDC Canada*
Wayne Humphrey *IDG Global Solutions*
Timothy Johnson *IDG Enterprise*

9
Simone van der Kooij *IDC U.K.*
Suvi Markunsalo *IDC U.K.*
Viktor Fülöp *IDG Hungary*

7
Dan Frakes *Macworld*

6
Andrew Kwon *IDC Korea*
Sumit Madan *IDC Center for Consultancy & Research (India)*
Marie Brewis *PC Advisor*
Jennell Dill *Computerworld*
Jeremy Kirk *IDG News Service*

5
Kelly Cho *IDC Korea*
Rene Schoemaker *IDG Netherlands*
Ed Cordin *IDC U.K.*

4
Paul Moretti *PCWorld | Macworld*
Stephan Hoppe *IDG Germany*
Éva Hajdú *IDG Hungary*
Balázs Horváth *IDG Hungary*

3
Thanwalai Sae-Chua *IDC Thailand*
Boobalakrishnan Chandramohan *IDC CCR (India)*
Sophie Hirat *IDC France*
Éva Fainné Lacsny *IDG Hungary*
Keith Linden *IDG TechNetwork*

2
Norris Boothe *GamePro*
Alex Wawro *PCWorld*
Marianna Whang *PCWorld*
Ngoc Tu Dang *IDC Vietnam*
Piotr Szyszka *IDG Poland*
Dániel Szalay *IDG Hungary*

1
Serenity Caldwell *Macworld*
Colis Ferguson *PCWorld*
Trevor Clarke *IDC Australia*
Nicloe Tiong *IDC Singapore*
Gwennie Bonimbie *IDG Netherlands*
Varum Srikumar *IDC U.K.*
Michael Heep *IDG Germany*
Natasha Deboo *IDG Global Solutions EMEA*
Matthew McKinnon *IDG TechNetwork*
Mikell Lang *IDG World Expo*
Leanne Rabitor *IDG World Expo*

One on one

continued from page 3

in Google's forthcoming digital magazine newsstand. We have closed a similar deal with Barnes and Noble (a bookseller here in the U.S.) to distribute our magazines via the B&N Nook e-reader, a successful e-reader/tablet crossover. Discussions with Amazon about our presence on the Kindle newsstand continue, as will our partnership with Zinio.

At the same time, we are working on our own magazine reader application for the soon-to-be-launched Apple newsstand. This app will allow existing PCWorld | Macworld customers to add a digital subscription at a discount. In contrast to the more generic retail experience in broadly focused newsstand apps, this branded application will allow us to maintain a very tight relationship with our most loyal customers, while also increasing the revenues we earn from each of them. Long term, our goal is to lessen our dependency on print for our subscription revenues.

Further towards this goal, we are planning to integrate in-app purchase opportunities in our existing news-focused Macworld iPad application, the Macworld Daily Reader. With nearly 350,000 downloads, this app generates about six million ad impressions for us every month. Next step is to offer gated content and special editions such as our Macworld Superguides for sale inside this app.

Also, we have just relaunched our smartphone-optimized websites. The focus of our redesign was to take advantage of the capabilities of the smartphone, while making sure that we mitigate the disadvantages of the small screen size. We decided to focus on the most common use cases for the 1.7 million monthly visitors to our mobile websites: browsing the latest reviews and blog entries, accessing the latest breaking news, researching a product to buy and finding interesting apps to download.

This mobile redesign marks the beginning of our efforts to continuously optimize our mobile sites, just as we do with our large-screen website. Next steps will include better shopping information and additional content such as videos and latest prices. And just as we do for our large-screen website, we have to remain aware of our evolving traffic sources (Google News, Google Search, email newsletters, etc.) and continuously optimize the mobile site for these sources.

Last but definitely not least, an ongoing internal effort is to develop new ideas and proposals for our advertisers to reach our mobile audiences. At this point, we can offer about 10 different mobile ad packages to our clients. We are currently working on three new proposals around CES and the holiday shopping season. The mobile advertising market is growing, and there is a lot of interest from marketers, but advertisers and agencies still need a lot of education, clarification and hand holding. We found that it is very important that our product development and sales team work together closely so that we develop products that are of true interest to our audience and our advertisers alike. WU

celebrating 10!

Name
Chris Chute

Home
Oakham, Mass.

Joined IDC
June 2000, Research Analyst, Digital Cameras

Career path
I have been with the same research program for the past 10 years. When I started, it was titled "Digital Cameras and Scanners." Now it's "Digital Capture Devices for Image Content Solutions," which reflects how much the imaging market has changed over the past decade.

Current title
My current title is Research Manager, and my job involves researching any device that takes a picture or captures a video, whether it be counting market shares, quantifying usage, or analyzing features.

Three things I do in a day's work
Reach out to sources to collect data and opinions, tweet IDC opinion on daily news pertaining to the imaging market, think about my customers' strategic research needs and how to meet them.

Most challenging part of your job
Staying on top of trends in a very dynamic market, defending forecasts that challenge conventional wisdom, and being able to communicate effectively.

Best part of your job
The freedom to create new research, often in collaboration with other IDC folks.

Latest accomplishment
Passing my first-degree black-belt exam in Kendo (Japanese fencing)

What's kept you at IDG for 10 years?
Being an IDC analyst is like putting together an ever-changing, giant jigsaw puzzle. I've also had the chance to create/grow new research areas and constantly get to meet new people from around the world.

Best compliment you've ever received on your work?
Having a client tell me my research helped them make an important strategic decision, and it paid off.

One thing you've learned during your tenure at IDC
I've learned that a good analyst is like an investigative reporter; they must be able to find the right people that can supply reliable information.

Family
My wife Stephanie and son Patrick, age 5.

First job?
Working as a sales clerk in a department store.

*IDC's **Chris Chute** (left) was the guest of IDG Chairman **Pat McGovern** at a dinner honoring his decade of service to the company.*

What it taught you?
Be observant. I once caught a shoplifter because he was wearing a winter coat in July.

Favorite celebrity encounter
Meeting actress Jane Seymour in the elevator of a Ritz Carleton.

Favorite gadget
My digital SLR camera. Takes stunning photos.

Luxury item you can't live without
Smartphone, although sometimes it feels like it owns me more than the other way around.

Manager's profile
"I had the pleasure of hiring and working with Chris during the past 10 years here at IDC. Chris has been very instrumental to the success of IDC's Digital Capture research. Chris has a unique ability to foresee market transformation, that ability drives him to spearhead new coverage and expand the research offering. In one case Chris created research that clients to this date refer to as the industry's bible. The results from his efforts have been impressive from both a CIS and consulting standpoint. As his manager, I received many accolades from our clients, and fellow IDCers about his industry knowledge, collaborative spirit and work ethic. It's been great working with him, one of the best decisions I ever made."

— Ron Glaz, program director, Digital Imaging Solutions & Services

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Kathryn Cave *IDG Connect*
Lisa Glover *IDG Global Solutions*
Ulla McGee *PCWorld | Macworld*
Tom Sanders *IDG Netherlands*
Jason Tenenbown *IDG Strategic Marketing Services*
Paul Trotter *IDG U.K.*
Matthew Yorke *IDG Global Solutions*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

19 SEPTEMBER 2011
VOLUME 41, NUMBER 34

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Inside this issue

Gaming study analyzes PCW, GamePro audiences *page 2*

IDG India attracts new event sponsor revenue with SMS-based contest *page 3*

One on one: IDG Germany's York von Heimburg *page 3*

Celebrating 10 IDC's Donald Jin *page 8*

What makes a great editor? Employees weigh in

As part of his editorial presentation the European Media Management Institute in Amsterdam earlier this year, IDG U.K. Publishing Director ***Simon Jary*** *crowd-sourced his IDG colleagues for their opinions on what qualities make a great editor. Here are some of the responses he received from country managers, publishers, editors, and sales managers.*

Gould

- A strong understanding and vision of product, brand and audience.
- Commercial realism.
- Flexibility, especially in terms of recognizing how user habits and our business model are changing.
- Focus on editorial integrity, which is still the feature that gains trust and builds relationship with our audiences.
- Ability to get the editorial machine running smoothly so they have plenty of time to focus on future direction and developments.

— ***Kit Gould****, managing director, IDG U.K.*

Brown

It's not enough just to publish a strong story, you've got to have in mind how the story can sell on social network sites and search engines. Experience doesn't hurt either, allowing the editor to more easily put news into context against past events.

— ***Bob Brown****, executive editor/News, NetworkWorld*

There are lots of new skills required of editors (tweeting, crafting polls, disarming trolls, handling CMS problems, etc.), but I think the basic trait that makes or breaks a good editor is still judgment. That's particularly true now because lots of the bright line rules that used to guide print journalism — things like never reporting on rumours or never putting a company's ad near content about that company — have completely broken down in the Internet era. Without

continued on page 4

IDG Sweden takes steps to increase mobile traffic

IDG Sweden's apps

IDG.se for iPhone
IDG.se for Android
MacWorld for iPhone
Computer Sweden for iPhone
Computer Sweden for Android
(to be launched within the coming weeks)
IT24 for iPhone
Androidguiden for Android

It's predictable by now but certainly never boring. With each passing week, even during the summer, traffic to IDG Sweden's mobile sites and apps keeps increasing, registering big year-on-year gains. During week 30 (July 25), for example, IDG Sweden's 20 mobile sites had some 50,000 unique visitors and 250,000 page views — a 334% increase over the previous year — and about 30,000 unique visitors and 700,000 page views to its five iPhone apps and 2 Android apps.

Pontus Jeppsson, business manager, Paid Services and Mobile, credits the gains in part to the company automatically redirecting all traffic from mobile handsets to the mobile versions of its sites beginning in June. Once instituted, traffic to the mobile sites doubled the following week.

IDG Sweden automatically redirects all traffic from mobile handsets to the mobile versions of its sites.

"If a visitor goes to the full website www.macworld.se on his mobile phone, for instance, he'll get a message from us saying we've noticed he's on a mobile device, and we recommend our mobile page instead. The visitor then can choose which version of the site he prefers," Jeppsson explained. MacWorld and IDG.se are the company's top two sites for mobile traffic.

A similar scenario happens when mobile visitors come from links on Facebook or e-newsletters.

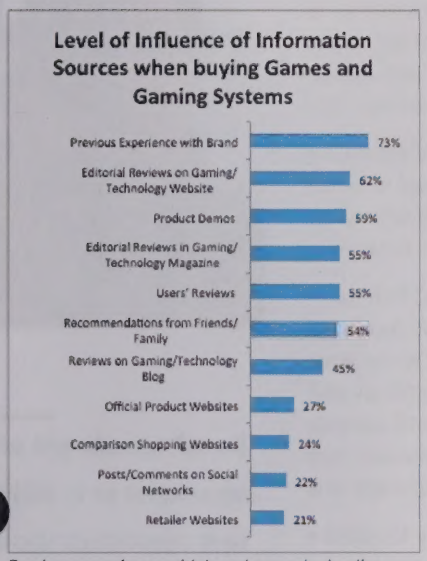
Also contributing to mobile traffic gains was IDG Sweden's early 2011 launch of completely new versions of its mobile sites and site roll outs

continued on page 6

Gaming study analyzes PCW, GamePro audiences

PCWorld, in cooperation with GamePro, launched an online gaming study in June to see what it could learn about the combined and separate gaming audience characteristics of PCWorld and GamePro. "We can now give the results of the study to both magazines' sales teams and sell the combined power of both audiences," said PCWorld Research Analyst **Kyle Flick**.

*(L-R) PCWorld Research Analyst **Kyle Flick** and Research Manager **Miguel Rodrigo**.*



Previous experience with brands was the leading response to the question about purchase influences.

"We've done studies like this across PCWorld and Macworld on subjects like mobile usage and have found them helpful in understanding audience differences and commonalities," added PCWorld President and CEO **Mike Kisseberth**.

"We had a few goals with this study," Flick said. "The first was to understand the gamers on PCWorld and GamePro as a means of selling a variety of advertisers a powerful and passionate audience." Second, he said they knew that GamePro's audience is invested in gaming, while PCWorld's audience is passionate about technology. "Is there an overlap? Are PCW readers also big gamers? We wanted to find out what gamers were like on PCWorld and how they compare to GamePro's more traditional gaming audience."

Flick said the 37-question survey, which was designed in-house and managed with help from an outside consultant, was completed by more than 900 respondents from both sites who volunteered for the study via an online intercept ad. "By combining the data from both audiences we are able to show where the strengths lie in total, whether it's PC gamers, console gamers or even mobile and tablet gamers," Flick said. According to the study's results, the audiences complement each other well, with PCWorld gamers playing on a variety of platforms — typically on PCs first, consoles second and mobile devices third — while GamePro gamers are primarily console gamers.

Flick said the results of the study confirmed "in detail" what PCWorld and GamePro had seen in syndicated research, "that PCWorld reaches a large and highly desirable audience of gamers. We also confirmed that PCWorld's reach complements and extends that of GamePro's."

"In addition, we learned the kinds of information gamers find useful during the buying process. These are compelling results that the GamePro and PCWorld sales teams will put to good use selling standard and custom ad campaigns," Kisseberth said.

Others involved in designing and creating the study included GamePro President **Marci Yamaguchi Hughes**, PCW Research Manager **Miguel Rodrigo**, Sales and Marketing SVP **Stacey Levy** and Audience Development and Analytics VP **Alexa Wriggins**.

Write to Kyle Flick at kflick@pcworld.com. WU

IDG India attracts new event sponsor revenue with SMS-based contest

IDG India strives for equal measures of useful content, business opportunities and lots of fun at its annual CIO100 Symposium and Awards Ceremony, and the sixth edition kept the tradition intact.

A new SMS-based contest brought in additional sponsor revenue, the awards segments gave ample stage time to winners and sponsors and two musical performances kept energy levels high.

The sixth annual event, with 205 attendees that included 90 of the 100 honorees, their spouses and sponsor delegates, was held at the Pune Marriott Hotel Aug. 26-27. The event recognized CIOs from leading Indian companies and organizations who have shown a creative approach to incorporating new IT technologies and solutions, as chosen by a panel of CIO India editors

*IDG India Editor-in-chief **Vijay Ramachandran** welcomes CIO100 attendees.*

Jupiter Networking sponsored Mastermind, an SMS-based contest in which seven questions related to Juniper's products/services were sent to attendees at regular intervals. High-end prizes included the iPad 2, Hidsesign leather bags and golf putting kits.

Thr contest helped enhance Juniper's presence and visibility and also educated the attendees about Juniper's offerings, said **Siddharth Singh**, assistant general manager, marketing. The winners were introduced onstage just before the CIO100 ceremony.

For more details see this article on IDG Central. Write to rupesh_sreedharan@idgindia.com. WU

one on one the interview

York von Heimburg
The president and CEO of IDG Germany is this week's columnist. Reach him atyvh@idg.de.

The big chance for all of IDG is to emphasize to our customers that we are able to provide services and integrated solutions to all different target groups from the CXOs, IT executives and users within small offices to the prosumers and consumers.

Q What new trends are on IDG Germany's radar these days?

A I think one big trend is consumerization, and the other is definitely mobile and its exciting business opportunities for IDG.

Q What do you mean by consumerization?

A I think there are more and more similarities between the habits of B2B users and B2C users. These worlds that were separated in the past are now growing together. Here are a few examples:

• CIOs are using the iPad privately (either for themselves or loaning them out to their kids), while at the same time they are equipping their entire corporate sales force with iPads.

• Our IDG Germany management team has been talking about introducing Dropbox for the whole company, while kindergarten teachers are managing their files via Dropbox to efficiently contact their students' parents. [Dropbox is a Web-based file hosting service that uses cloud computing and enables users to store and share files and folders with others.]

• Many of us at IDG Germany are using Facebook privately as well as in our profession. Michael Beilfuss, the manager of our B2B division and a running enthusiast, is connecting with people who are important for the business and at the same time he's providing his fans with the latest information about his new personal-best times on the road.

Some people will use the same hardware and software (mainly from the cloud) in the normal working time between 9 a.m. and 5 p.m. and during their leisure time between 5 p.m. and 9 p.m. This trend will have a major impact on our strategy in editorial and sales within IDG. In the B2C world we will get new business; more and more companies are keen to reach the target groups of users in small offices. The two product lines that will benefit the most from these trends will be PC World and Macworld. On the editorial side the brands will get a lot more possibilities to create new content to cover, because now topics are coming up that are interesting for this kind of users: news, tests and tips for new devices, social networks and cloud services, etc. On the sales side the two brands have exciting opportunities to deliver more and more cross-media services for our ad customers by targeting decisions makers from small offices.

The big chance for all of IDG is to emphasize to our customers that we are able to provide services and integrated solutions to all different target groups from the CXOs, IT executives and users within small offices to the prosumers and consumers. Being able to provide these services from one source to our customers will make us unbeatable in being able to efficiently reach users over all relevant target groups.

The other effect we see in the prosumer market is that there is a growing target group of users who don't believe in using only PC or only Mac products. They may use an iPhone and an Android tablet and essentially buy what works for them without any philosophical limitations. For this audience that uses multiple OS devices we have launched new brands such as AppWelt, which covers iOS apps as well as Android apps.

Q What's new in the mobile arena at IDG Germany?

A First of all, I am proud to say that we have excellent people in our company who are driving the mobile business very fast. This is the first fiscal year that we are generating significant mobile revenues. When I compare that amount of money with the amount we made the first year we started with the online business, I know we will see a much bigger potential revenues coming from mobile. For me, it is a clear message to develop our mobile business very quickly. Up to now we have sold approximately 1,000 subscriptions and more than 22,000 single copies of our magazine brands via this channel, and we are already delivering mobile ad campaigns to our mobile users.

Our next steps will include preparing the second Mobile Experience Days later this year to get more knowledge from our mobile users in a focus group setting. The most important issue to know is which mobile content do they want to get, and how we can deliver this content in an efficient way. Pushing the mobile reach (i.e, how many mobile users we reach in relationship to all mobile users) is another important strategic target for us. We began testing how to advertise or, even better, how we push our apps in some commercial app tickers. (These are app guides that offer descriptions, rankings, recommendations, price comparison and push services if app prices are be lowered).

Creating new apps and improving our mobile websites is the other key for success. For example, we are working on a new product within IDG Germany that will be a certain kind of recommendations service for apps. The basis for that exciting product is our app database (similar to our various product capsules) where we have tested more than 2,500 apps from

continued on page 7

Great editor

continued from page 1

Albro

so many hard-and-fast rules, we all have to figure out what's right for our brands and for our readers on a case-by-case basis. And that takes lots of judgment (along with some trial-and-error).

— ***Ed Albro**, editor, PC World*

Kisseberth

Editorial leaders need to be able to understand what makes:
1) Different types of content: news, reviews, how-to, social media, etc.
2) Different formats: text, video, audio, photos.
3) Different platforms: Print, online, mobile and their various sub platforms; all great for audiences, algorithms and our bottom line. Then they need to staff and motivate their teams to make it happen. This includes setting clear expectations and then holding the team accountable to delivering.

— ***Mike Kisseberth**, president and CEO, PC World & Macworld*

Snell

Inquisitive, hard to fool and always convinced that things (be they products or headlines) could be improved with a little work.

— ***Jason Snell**, editorial director, Macworld*

Chillingworth

A commercial- and community-minded writer who selects the right team to take the title forward in all media. And it helps to have a good sense of humor.

— ***Mark Chillingworth**, editor, CIO U.K.*

Friedenberg

Editorial success is now a marriage of art and science. The art is composed of the highest level of integrity coupled with a deep understanding of the topic. The science is having a keen understanding the new technologies at your disposal to properly define, promote, search, aggregate and curate your and others' content through the use of SEO, SEM, SMO, analytics, etc.

— ***Michael Friedenberg**, president & CEO, IDG Enterprise*

Seff

A good editor knows what types of stories not to run. We all know how important page views and traffic are these days, but that doesn't excuse publishing link-bait like stories about doctors speculating about how long Steve Jobs has to live or using anonymous forum trolls with silly handles as "sources" for stories. One advantage we at IDG have is the credibility of a large, long-standing, and independent publishing organization with high standards. There's no reason to play in the mud with the Gawkers of the world.

— ***Jonathan Seff**, senior editor, Macworld*

Hattersley

An enthusiasm for the new and a willingness to change things. The ability to embrace new technologies and methods and combine them with old-fashioned values. Be commercially aware. The best editors I've known have always worked with the market they're in rather than just observe it from a distance. It's one difference between professional editors and bloggers. The ability to create complete chaos yet stay calm in the middle of the storm and direct it to where you want it to be.

— ***Mark Hattersley**, editor-in-chief, Macworld U.K.*

Heichler

Great editors hire journalists who demonstrate passion for their subject and then expect and allow them to drive the direction of coverage. They are good communicators who reach out to their reporters to engage in discussions of stories and are responsive when reporters need to bounce ideas off of someone. They challenge the journalists on their staff to do work as good as or better than any of the competition. In the face of resource constraints, they pick strategic areas where their publication can be the best. Great editors also need to stay on top of media formats and ways of telling stories.

— ***Elizabeth Heichler**, editor-in-chief, IDG News Service*

Pastor

Editors need to talk to the business side about their plans for servicing readers. Of course, all of this has to be done without compromising in any way the integrity of the news reporting.

— ***Manuel Pastor**, country manager, IDG Spain*

Perband

- Fast writer.
- Respect for deadlines.
- Flexible.
- SEO expert.
- Good communication skills (for readers and the team).
- Project-management skills.
- Knowledge of Web technologies.
- Presentable before a video-camera.

— ***Andreas Perband***, *editor-in-chief, PC Welt, Germany*

von Heimburg

Editors have to see that print has to change while online is getting quicker and quicker. They should recognize that long-tail articles create the most traffic, not the news. Editors need to mobilize the crowd by using social media. Editors are losing influence but they are able to get back a little bit by aggregating the knowledge of the crowd and putting that in a new context.

— ***York von Heimburg***, *president and CEO, IDG Germany*

Dix

It used to be that you needed to have a command of your industry and the players (buyers and suppliers), some design sense and a basic understanding of the three legs of the publishing stool: circulation, sales and editorial. Now you need all of that ***and*** a bunch of knowledge about the dynamic Web world, including:

- Web publishing smarts (SEO, SMO, Google News, etc.).
- Web tech (CMS, community platforms, social media integration, etc.).
- Platform knowledge (smartphones, tablets, PDF reader tools, etc.).

Oh, and the latter changes every four months so you have to refresh on the fly.

— ***John Dix***, *editor-in-chief, Network World*

Egan

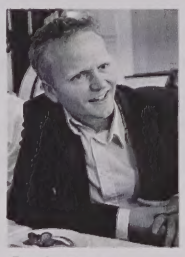
Be passionate and knowledgeable. Know who your audience is, what they're thinking and where to find them. Be credible and available to them. Publish appropriately and often across all available media, but prioritize according to the brand's business needs. And be flexible: It's about the brand and not you, and things change. A lot.

— ***Matt Egan***, *editor, PC Advisor, IDG U.K.*

Bennett

At its core, what makes a good editor hasn't changed, it's the audience that has. A good editor is still one who knows what appeals most to his or her audience, to understand what interests them and motivates them. What's changed is the size and reach of the audience (global replacing local, though knowing that a hardcore local community is important too), and the platforms from which they prefer to get their information (growth of mobile, social media, etc). Great editors know that they have to adapt as their audience shifts.

— ***Neil Bennett***, *editor, Digital Arts, IDG U.K.*


Roelants

A good editor is able to put aside the thought of the journalist being a superior breed, not having to listen to the user or the advertiser. By checking the traffic figures (Google Analytics) and search figures (Google Insights, Google Webmaster Tools) and writing articles that match potential customers' needs, the good editor helps generate more traffic and makes the website much more relevant for Google Search. This, of course, is a typical publisher's way of looking at the noble profession of journalism.

— ***Jeroen Jonker Roelants***, *publisher, New Business, IDG Netherlands*

Simons

You have to deliver the numbers, and you have to constantly build the authority of your publication at the same time. There should no be a contradiction if you combine strategic vision and tactical flexibility. Strong, editorial content is an absolute pillar of ongoing commercial success.

— ***Mike Simons***, *editor, Computerworld U.K. and Techworld*

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to see a quick snapshot of what's happening at IDG business units around the world.

Any employee can send in a photo of just a little slice of life at the office, or it can be an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

noteworthy people

New employees

IDG WORLD UPDATE
Hubert

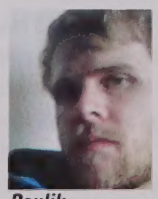
Previously an editorial assistant on a contract basis with **GamePro**, **Olivia Hubert** joins the staff officially as a staff editor. She earned a B.A. in philosophy from San Francisco State University and enjoys graphic design, biking and reading, writing and collecting comic books. *ohubert@gamepro.com*

Panconcelli

IDG Germany has hired **Paco Panconcelli** as VP, Sales for its Magazine Media division. He was most recently director of product management with AOL Germany. He holds an M.A. from Germany's University of Münster and enjoys travel, cooking and salsa dancing. He recently took a year off work "to take care of my private charity that actively supports a daycare center and a childrens hospital." *ppanconcelli@idgmagazine.de*

Giesel

Digital Media Design Intern **Marco Giesel** comes to **IDG Germany** from a digital and print apprenticeship at Frogster. In his free time he enjoys football, games, snowboarding and acting in and producing independent films. *mgiesel@idg.de*


Paulik

Also new at **IDG Germany** is Junior Software Engineer **Thomas Paulik**; he previously worked at the Plista ad network. He studied gaming design and development at Germany's Games Academy and enjoys volleyball. *tpaulik@idg.de*

Susanne Schubert is **IDG Germany**'s new events project manager, coming from Daily Deas GmbH, where she was a sales and project manager. She holds a degree in international business from Pforzheim University of Applied Sciences and enjoys sports, music and travel. *sschubert@idgbusiness.de*

PETER SHORT
Schaub

IDC Framingham has hired **Kathleen Schaub** as VP, Research with its CMO Advisory Practice. She was previously founder and principal consultant with TrellisOne Marketing Consulting. She holds a BFA from California College of Art in Oakland, Calif., and an MBA from St. Mary's College in Moraga, Calif. Away from the office she enjoys writing, painting, travel, gardening and yoga. *kschaub@idc.com*

IDG WORLD UPDATE
Hanen

Chris Hanen joins the **PC World/ Macworld/ GamePro** ad operations team as an ad trafficker; he was previously an ad operations manager with Future US, Inc. where he worked on MaximumPC, GamesRadar, MacLife and other technology sites. An avid cyclist, he recently spent three months riding across the U.S. (http://chrishanen.blogspot.com/). *chanen@pcworld.com*

Transfers

Loske

Previously a hardware intern at IDG Germany's GameStar, **Tom Loske** is now a content management intern with **IDG Germany**'s Business Media group. He holds a degree in chemistry from Friedrich-Alexander University of Erlanger-Nürnberg and enjoys gaming and skiing. *tloske@idgbusiness.de*

Mobile traffic

continued from page 1

for brands that didn't previously have a mobile component. (See IDG World Update, April 4, 2011).

Jeppsson noted an interesting pattern: while there are more than twice as many weekly visitors to the mobile sites, the app users generate significantly more page views. Over several weeks in August, for example, there were 60,000 unique visitors and 350,000 pageviews for mobile sites and 30,000 unique visitors and 950,000 pageviews for the apps. "This is probably due to the apps being more 'click friendly' with faster loading times and easier navigation, and the app users being more dedicated readers with a closer relationship to the brand."

The future looks good for mobile business, with the potential market for mobile sites and apps expanding along with the increase in the number of smartphone users, Jeppsson said, noting Android's rapid growth with less expensive devices coming out. The staff also "sees more advertisers actively thinking about mobile; it's no longer something we have to explain to them."

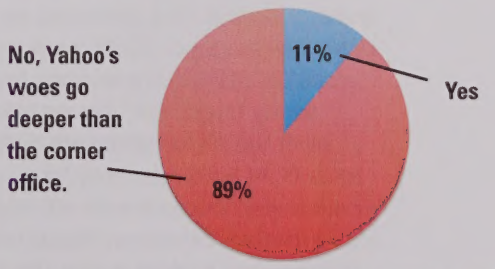
Jeppsson said a new challenge lies ahead. "Many readers prefer the mobile sites and apps over the full websites. We may very well see traffic decreasing on our websites in the coming year. And this means we have to really start capitalizing on mobile now." WU

Get ready to vote!

Online voting for the 12 photos that will appear in the 2012 IDG Employee Photo Calendar will begin on Monday, Sept. 26 and run through Friday, Oct. 7. Voting will take place on IDG Central where you will be able to select from the top 40 submissions to this year's contest. If you haven't been to IDG Central recently, be sure to visit and make sure your logon and password are working properly so you'll be ready to cast your votes. If you have forgotten your logon credentials, use the link at www.idgcentral.com to have them sent to you again.

Question of the Week results for Sept. 12

Will a new CEO be able to reverse Yahoo's fortunes?



Log on to www.idgcentral.com to vote on this week's question:
Will Google+ emerge as a real threat to Facebook?

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Mary Gibbons *IDC*

25
Angele Boyd-Meyers *IDC*

21
Colleen Beattie *IDG Australia*

20
Bill Bernardi *IDC*

19
Alyson Morales *IDC*

15
Jose Rodriguez *IDC*
Steve Phillips *IDC*

14
Warren Childs *IDC*
Johanna Ambrosio Laplante *Computerworld*
Barbara Hall *IDC Canada*

13
Stephen Clifford *IDC*
Agata Jaskiewicz *IDG Poland*

12
Shirley Clute *IDC*
Michelle O'Mahoney *IDC*
Thomas Mainelli *IDC*
Wesley Dotts *IDC*
Chris Sullivan *IDC Canada*
Paul Marttila *IDG Australia*

11
Anthony Strattner *IDC*
Gary Nagle *IDC*
Thomas Schwieters *IDC*
Sara Scogland *IDG*

10
Patrik Enell *IDG Sweden*
Karen Ren *IDG China*

9
You Sook Hong *IDC Korea*

8
Susan Skowronski *IDC*
Erasmus Andsbjerg *IDC Denmark*
Howard Sholkin *IDG Strategic Marketing Services*
Coretta Wright *Network World*
Joanne Haywood *IDC Canada*
Ataporn Yongsoongnuen *IDC Thailand*

7
John Flint Pulskamp *IDC*

6
Pascal Hakim *IDG Australia*
Jessica Ross *IDG Australia*

5
Brett Waldman *IDC*
Janice Young *IDC*
Teresa Tassone *IDC*
David Shafran *IDC*
Mary Conroy *IDC*
William David *IDC*
Jeffrey Ciulla *IDC*
Lisa Jacques *IDC*
Janice Tong *IDG Australia*
Caroline Bucknell *IDG Australia*
Yolanda Chi *IDG China*

4
Matthew Sainsbury *IDG Australia*

3
Kelly Quinn *IDC*
Whitney Strang *IDG TechNetwork*
Jennifer Yomogida *IDG TechNetwork*
Grace Li *IDG China*

2
Michael DeHart *IDC*
Georgina Swan *IDG Australia*
Michael Dickinson *IDG Australia*
Lucila Queiroz *IDC Brazil*

1
Rajani Singh *IDC*
Ashley Lenz *CXO Media*
Racheal Chow IDC Malaysia
Daniel-Zoe Jimenez *IDC Singapore*
Hui Long Ooi *IDC Singapore*
Debbie Jansen *IDG Netherlands*
Mei Chen *IDG China*

One on one

continued from page 3

the Apple's App Store and the Google Android Market. We will finish that in late October, and it will be available on the PC Welt and MacWelt web sites. We will proceed then with other IDG websites and apps that are relevant to other target users.

We are now working on expanding and improving our existing brands in the world of apps. For example, we have developed an app for our CIO Executive Club at CeBIT (a password-protected service for CIOs inclusive program and speakers of the event, fair guide and area for sponsorships) and a great app for our Jobs & Career Center at CeBIT (a service app for the visitors of the Jobs & Career to search for jobs that will be offered by the exhibitors, career news, profiles of exhibitors, etc.).

"Other exciting products in this area are custom publishing apps; we are producing a growing number of this kind of app on behalf of our customers. One great example is an iPad Magazine for SAP called SAP Agenda."

Other exciting products in this area are custom publishing apps; we are producing a growing number of this kind of app on behalf of our customers. One great example is an iPad Magazine for SAP called SAP Agenda. The content includes information about SAP technologies, best practices cases and interviews with CIOs. We also have the Oracle Spot Magazine on social CRM with case studies and interviews. We are producing them with the Adobe Digital Publishing Suite very successfully and efficiently.

Q IDG Germany was quick to target mobile users as a new target audience and now has successful brands. Can you summarize what you've done?

A Our concept has always been the same: First we test the market with mobile online content, then we launch a special issue, and now we have, for example, a high-level brand in iPhoneWelt that is being published six times a year and is available on the newsstand (with a high cover price of 7.90 euros [US$10.80]), and we are putting a lot of content online. On average we are selling about 20,000 copies of iPhoneWelt (newsstand and subs), and advertising is growing. Additionally, we are producing what we call "XXL issues" on the newsstand where we collect the content of the last three issues of iPhoneWelt in one fat issue (copy price 14.99 euros [$20.50]!) and we put it on the newsstand with very successful results. After that great launch we created iPadWelt (about 13,000 sold copies), and now we are pushing and improving our newest brand AppWelt, in which we cover mainly the new hardware of the Android tablets and tests of Android apps as well as some other operating systems. WU

celebrating 10!

Name
Donald Jin

Home
North Easton, Mass.

Joined IDC
February 2000, Director of Consulting

What your job involves
As a Worldwide Consulting Director, I provide research-based strategic analysis, counsel and go-to-market strategies to IDC's software clients. My job often involves developing and managing qualitative and quantitative market research to help clients gain insight into their competitive markets, understand market barriers and maximize their market opportunities.

Three things I do in a day's work
1. Communicate: Respond to emails, phone messages, conference calls and meetings. 2. Write and edit proposals, white papers and research reports. 3. Project Management: manage clients, analysts, deliverables, schedules and ensure data quality.

What's kept you at IDC for 10 years?
IT is a very fast moving industry that requires you to stay current with the latest technology advancements and trends. I enjoy this challenge, and IDC provides the perfect environment to be at the center, if not the leading edge of the IT industry. IDC also provides the opportunity to work with leading companies that define and shape the industry.

Interests outside the office
I enjoy photography, golf and fishing from my kayak.

Family
My wife, Kathleen Young Jin and I are blessed with two wonderful children, Alex, 15, and Dani, 13.

Most rewarding thing you've ever done
I've organized and led teams of doctors, dentists and Christian educators on several mission trips to the Amazon jungle, other remotes parts of Peru and most recently to Managua, Nicaragua. Our team has built roads, outhouses and churches and trained and installed local leaders to continue providing Christian education.

Of what accomplishment at work are you most proud?
During my 10 years at IDC, I've managed numerous consulting projects, big and small, for some of the largest companies in the industry, but I am most proud of the relationships I have built with my wonderful colleagues at IDC.

What skill do you wish you had?
I love all forms of music from classical to the latest hits from Lady Gaga. I wish I could play the piano or any other musical instrument that would allow me to express my love for music.

Donald Jin *(l) was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating his decade of service to IDC.*

Dream destination
Any place with a different culture and language that I have not visited before.

First job?
I started working full time during my junior year at Boston University. I worked for a publication company as a sales advertising editor. I called on small businesses to sell print ads. Every Wednesday, I had to get on the drawing board and do all the layouts and write copy for the ads I sold for the week. This was before Photoshop or even desktop computers!

What it taught you?
It's tough to make a decent living on straight commission.

Retirement dreams?
Buy a cheap, used car and drive across America with my wife avoiding the highways as much as we can, make stops at all the small towns along the way, take lots of photos, then dump the car and fly back home in style. Pay the bills and do it all over again.

Manager's profile
"In working with Don over the past decade, I've found him to be genuinely personable, honest and team-oriented. His day-to-day focus extends beyond the immediate business demands to building personal relationships with patience and respect. He's a valued team member in many respects."

— Andy Ware, vice president, consulting, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Kyle Flick *PCWorld*
York von Heimburg *IDG Germany*
Simon Jary *IDG U.K.*
Pontus Jeppsson *IDG Sweden*
Siddharth Singh *IDG India*
Rupesh Sreedharan *IDG India*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

26 SEPTEMBER 2011
VOLUME 41, NUMBER 35

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

DEMOfall showcases groundbreaking technologies

Fifty-eight companies sign on as sponsors, including newcomer AARP

Always on the lookout for products that define new markets and offer true innovation, the organizers of IDG Enterprise's DEMOFall 2011 found 70 companies they deemed worthy of inviting to launch their products at the IT industry's premier launch pad for new technologies.

STEPHEN BRASHEAR

*IDG Enterprise events staff who worked on DEMO included (front, l-r): **Ashley Starr**, event planner; **Neal Silverman**, SVP/GM, DEMO; **Christina Holman**, associate event planner; **Debra Becker**, marketing director; **Ellen Daly**, SVP. (Back, l-r): **Deb Begreen**, director of operations; **Renée Corine Arnold**, registration manager; **Robin Clausen**, project manager; **Derek Hulitzky**, VP, Content Development.*

"I couldn't be more jazzed about the vortex of energy gripping this year's DEMOFall," said DEMO Executive Producer **Matt Marshall**, who is also the founder and CEO of VentureBeat.com, a news site for venture capitalists and entrepreneurs. "As exciting as it is to tell the story of innovation unfolding, it's even more of a rush to shine a light on deserving companies building technologies that are changing our world. What sets DEMO apart is its keen focus on the demonstrators, and our speakers embody the no-nonsense vision and commitment necessary to groundbreaking innovation."

The three-day event — the 22nd iteration of a show that launched Salesforce.com, TiVo, Netscape and

continued on page 2

IDG Switzerland woos new fans with PC-building project

Readers invited to select components to build high-end Super-PC

IDG Switzerland's PCtipp recently completed its first large-scale social media based-campaign designed to attract new users to the website, grow its Facebook group and build a community of like-minded IT enthusiasts who enjoy debating the relative merits of PC hardware and software components with one another. The unique effort spanned six weeks and involved inviting its readers to select all the components of their dream PC — with no limit to what it might cost.

The project to build what was dubbed the Super-PC was carried out in conjunction with STEG Computer and Electronics, which supplied all the components as well as prizes such as digital cameras, flat screen TVs and notebooks that were awarded weekly in a random drawing among all the most active members of the community, according to **Oliver Wirtz**, business development manager for IDG Switzerland.

IDG Switzerland created a Facebook voting app (http://apps.facebook.com/superpc) that readers could use to post their component selections each

*IDG Switzerland Content Manager **Marcel Hauri** (left) and Business Development Manager **Oliver Wirtz** collaborated on the profitable project, which included a Facebook voting app and a partner channel on PCtipp with banner ads for the vendor that supplied theeSuper-PC's components.*

week, along with links to their selections on STEG's website. By using this app — and the integrated pinwall — PCtipp and STEG were able to "share" the participants on their respective fan pages. "Our application on Facebook had a feed into our content

continued on page 5

Inside this issue

One on one: IDG Enterprise SVP/ Events Ellen Daly *page 3*

IDG World Expo employee featured in retail ad campaign *page 4*

IDG Switzerland partners with IPv6 Council *page 5*

Vote for your favorite photos in the 2012 IDG Photo Calendar Contest *page 7*

IDG News Service staff convenes in Boston *page 7*

Celebrating 10: IDC's Paul Honens *page 8*

DEMO Brazil set for São Paulo in 2012

IDG publishing partner Now!Digital Business will host the first DEMO Brazil in June 2012 in São Paulo. The location and timeframe are still to be determined, said president and publisher **Silvia Bassi**, but the company has partnered with a company, Innoveur (www.innoveur.com.br), for content and start-up selection.

Innoveur founder Ana Carolina Merighe will serve as DEMO Brazil's executive producer.

DEMO Brazil will showcase local products and companies and act as a platform for firms outside the region that are looking to launch their own products in Brazil.

Outside the US., the DEMO portfolio includes DEMO China and DEMO Asia (Singapore).

DEMOgods

These companies were among the six DEMOgod Award winners chosen for their superlative presentations and their products' potential to thrive.

Aurasma 3D, a platform that visually augments the physical world by inserting three-dimensional objects into everyday settings.

WeVideo, a cloud-based social editor designed to make video storytelling and collaboration more accessible.

trueRSVP, a reputation-based RSVP system that factors in attendees' reliability for more accurate event attendance numbers.

Aurasma 3D also won the People's Choice Award as chosen by DEMOfall attendees and members of the press. Along with the award goes the US$1 million IDG Media Prize. This multi-faceted media package consists of a six-month advertising campaign promoting Aurasma across the most relevant IDG brands including CIO, Computerworld, InfoWorld, Macworld, Network World and PCWorld, as well as the DEMO and VentureBeat websites.

DEMO

continued from page 1

more — held in Santa Clara, Calif., Sept. 12-14, drew an audience of 1,100, largely investors, venture capitalists and industry influencers, as well as 115 members of the press, including the New York Times, Bloomberg BusinessWeek and CNBC.

More than 1,000 companies applied to show their products at this DEMOfall, "the most we've had since about 2005," said **Neal Silverman**, DEMO SVP and general manager. He attributed that to more companies being able to get started in the market with less funding, as well as DEMO's new tiered fee structure that was created to accommodate more earlu-stage companies. (Fully-funded demonstrator firms paid US$18,500 to present at DEMO; those that have raised $500,000 or less paid $8,000, and those with between $500,000 to $1.5 million paid $12,000.) The DEMO Scholarship Partner Program also offered 20 startups that have raised less than US$500,000 the opportunity to launch for no fee, Silverman said. Ten student-run companies were also given the opportunity to receive scholarships for the Alpha Pitch program, providing 90-second product pitches. All of the scholarships were fully funded by DEMO Platinum sponsors.

"Our goal is to showcase the most groundbreaking technology at DEMO," Marshall said, "and we are hesitant to turn away any exceptional company. We understand that in today's economy businesses will go to market without significant funding, and we want to make it possible for them to do so on our powerful platform."

Marshall vetted the list of applicants down to the final 70 — up from DEMOSpring's list of 52 — by "looking for 'disruptive' products that define new markets and innovation. Mobile, cloud and social media and how they all converge is huge," he said. Finalists came from not only the U.S. but France, Kenya, Israel, Saudi Arabia, Russia, South Korea, Singapore, Taiwan, England and Canada. All demonstrating companies received the same opportunities for presentation coaching, audio-visual aids, PR and marketing support, free participation at international DEMOs and exposure through the DEMO and VentureBeat sites, regardless of the price they paid to show at DEMO.

DEMO gives presenting firms six minutes to show their products — no PowerPoint presentations are permitted. The DEMO Student Alpha Pitch program gives early-stage entrepreneurs and pre-launch companies 90 seconds to share their prototypes. The first day of DEMO focused on products in cloud computing, enterprise and consumer technologies, while the second featured companies focused on social media and

STEPHEN BRASHEAR

*Organizers announced that the first DEMO Brazil will be held next year; see sidebar at left. (L-R): **Silvia Bassi**, president and publisher, Now!Digital Business; DEMO Executive Producer **Matt Marshall**; **Ana Carolina Merighe**, Innoveur, who will serve as exeuctive producer; and DEMO SVP/General Manager **Neal Silverman**. Marshall and Silverman wore Pelé soccer jerseys in honor of the new Brazilian venue.*

mobile technologies and applications. (See this article on IDG Central for a list of some of the products presented at DEMOfall. Videos of all the presentations can be seen at http://www.demo.com.)

DEMOfall was not all new products, however. Marshall conducted two one-on-one conversations, the first with Reid Hoffman, co-founder and executive chairman of LinkedIn, about entrepreneurial success, and the second with Scott Case, CEO of Startup America Partnership, a non-profit initiative designed to spur growth of small businesses. There were seven panel discussions with expert 'sages' from the arenas of cloud, consumer, social and media, mobile technologies and enterprise technologies, the latter moderated by IDG Enterprise SVP and Chief Content Officer **John Gallant**. "The 'sages' added a lot of big-name speakers to DEMOfall and provided feedback to our demonstrators," Silverman said.

AARP joins sponsor list

Fifty-eight sponsors backed DEMOfall, among them Platinum sponsors such as Alcatel-Lucent, Dell, Intuit, Microsoft, Porter Novelli and Qualcomm. Many of the Platinum sponsors supported the DEMO Scholarship Partner Program. The American Association of Retired Persons, a new Platinum sponsor, backed scholarships for two companies with founders over the age of 50.

A free DEMO app was available for attendees' iPhone and Android devices, providing all the information from the conference guide in a smartphone format. iPhone users could also view all the demonstration videos and connect with other attendees.

"The attention we received from the event was truly phenomenal," said Steve Basmajian, CEO of Gimme!, which demonstrated its discount ad platform that helps businesses attract and retain new customers with dynamic QR codes.

Contact Neal Silverman at nsilverman@nww.com or go to www.demo.com. WU

one on one the interview

Ellen Daly
IDG Enterprise's Senior VP/ Events is this week's columnist. Reach her at edaly@idgenterprise.com.

IDG Enterprise events at-a-glance

Percentage of IDG Enterprise revenue derived from events 20%

Event revenue trend over past four years Consistently 20% to 22%.

Number of events produced in FY11 375 (up from 135 two years ago).

Number of events planned for FY12 35 branded events so far (consistent with recent years); many more will be sold as custom programs. We expect to reach a total of close to 400 events again.

Partial list of IDG Enterprise events CIO100 Symposium & Awards Ceremony, CIO Perspectives Forums, CIO Executive Dinner Discussions, Computerworld Premier 100 IT Leaders Conference; SNW (Computerworld/ SNIA), The Computerworld Honors Program, The Security Standard (CSO), CSO Executive Roundtables, IT Roadmap series (Network World); Cloud Leadership Forum (with IDC); DEMO

Q How would you categorize the state of the U.S. events market and audiences today?

A During 2012 budget planning over the summer, we saw evidence of an upturn in the market, with many of our vendors (hotels, production companies, etc.) raising their prices after having kept them level since the recession. This trend was corroborated by the CEIR (Center for Exhibits Industry Research), which said that "core industry metrics saw moderate gains in the 3rd and 4th quarter, after nine straight quarters of dismal performance." However, more recently, we have heard of some potential concerns for 2012.Due to the volatility of the world economy, some sponsor and attendee companies have frozen or made cuts to corporate travel for the near term. So the outlook is currently one of higher expense with potential challenges on the sponsor and attendee recruitment fronts, especially for national events.

Q Can you briefly summarize the kinds of events IDG Enterprise offers? What types of events are you having the most success with these days?

A We have a full portfolio of offerings that includes tradeshows (or expos), conferences, seminars, summits, forums, symposiums, roundtables and dinner discussions. These range from a handful of attendees to close to 1,000. Our national events probably felt the most pressure during the past 18 months, but most of them are meeting the guaranteed numbers we promise sponsors. The dinners really took off this year with sponsoring companies, as they offered a low price point, little work on their part and strong relationship-building opportunities.

Q How is social media playing a role in marketing events and on-site activities?

A Social media activity varies between our events audiences, with adoption influenced by age and level; much of our core IT executive/decision-maker audience is not deeply engaged with social media yet. We have experimented with Twitter, Facebook, LinkedIn and some proprietary tools with varying results. LinkedIn has been used very successfully for CIO events; we promote our conferences in the brands' LinkedIn Forums, and in some cases, legacy event-specific Forums allow attendees and speakers to discuss topics prior to meeting onsite. We continue to use Twitter to promote events and distribute news from the events on site. DEMO is one event that uses social media very effectively; in fact, social media marketing of the products that launch there is a big part of the value proposition for demonstrators. Of course, this core audience is largely comprised of digital natives and many of the products themselves are social in nature.

Q In an era where it's easy to teleconference or have virtual events, is there still a lot of value in in-person events?

A There will always be great value in face-to-face events. They allow for full immersion vs. multi-tasking at your desk, including networking and live interaction with speakers. Frankly, live events provide an opportunity to clear the mind and, hence, focus better. We strive for good lighting, sound, music, food that's interesting and locations that are beautiful yet accessible, functional and safe. Live events create community and rejuvenate people. As people work harder and longer than ever, a getaway that allows them to think, create and innovate is very important.

Q What kinds of changes do you implement when you try to refresh events that are held annually?

A We are constantly refreshing events, sometimes in big ways, always in small. We try new session formats, like intimate breakout discussions with CIO 100 winners at our recent CIO 100 Symposium and Awards; evening sessions; or an expo theater and off-site data center tours, recent additions to SNW. We constantly look at timing – what time to start and end, hours with exhibitors, when to hold general sessions, etc. An event needs to be fresh to those who are returning, needs to reflect what people seem to want and must work around sponsor deliverables.

Q What are sponsors looking for these days? Has that changed in recent years?

A Sponsors want more and more main stage or face time, more access to more people and access to exactly the people they want. This year we had a long string of requests for "target-only accounts"; very large, Fortune 1000 companies; and, most recently, very high-level titles. The major technology vendors all tend to move toward the same goals at the same time, which can be challenging for those brands not in that sweet spot.

Q How important are location and time of year when planning an event?

A There are only about 20 weeks in the calendar year that really work well for events when you work around holidays, school vacations, etc. We also need

continued on page 7

World Expo's Jackie Mellen featured in retail ad campaign

Selected from 800 entrants, winning contest fulfilled a lifelong dream

IDG World Expo Marketing Manager **Jackie Mellen** is a model employee — and she has the photo spread to prove it!

Back in March, Mellen, who up to that point had confined her interest in fashion to pouring over the pages of Vogue and cheering on America's Next Top Model, saw an ad for a campaign to find the "New Face of the Natick Collection" at her local mall. "Just for fun, I submitted the two required photos and laughed off the chance that I would actually get a call," Mellen said. But to her astonishment, two weeks later she did indeed get a call and learned that she was one of 150 men and women selected from 800 entries to move on to the next phase.

The callback took place in a tiny South Boston studio where a photographer stood in the corner snapping photos of the would-be models while a group of marketing professionals from the Natick Mall fired off questions about where they liked to shop, how long they had been shopping at the Natick Mall, their favorite items to shop for —"it was quite overwhelming!" Mellen recalled.

But the panel obviously liked what they heard and one week later, Mellen found herself one of 20 people selected to participate in the mall's Fall 2011 marketing campaign.

The campaign was shot over two days and the experience was all she had hoped it would be, Mellen said. "There was a room full of designer clothes, shoes and accessories with stylists who mixed and matched my outfit from head to toe, then a separate room and two stylists dedicated to hair and makeup. Just before it was my time to shoot, I had five women doing last-minute prep work on me simultaneously brushing my hair, straightening my outfit, putting my jewelry on, adding color to my face, and helping me get in my shoes — it was like nothing that I had ever experienced before," Mellen said.

"Just before it was my time to shoot, I had five women doing last-minute prep work on me."

Mellen's ads began appearing earlier this month and will continue to be seen through the fall. In addition to the mall itself, the ads are also running in the September issue of Boston Magazine, on Boston.com and on the sides of several buses in the Framingham area.

Mellen said she didn't tell many people when she did the shoot back in March, "just in case I was cut," and now that the photos are out there, she said she doesn't think a lot of people who know her connect her with the glossy images. "A few of my friends have been having fun letting me know where they've seen my ads around town, though. It was just a fun experience that I've always dreamed of doing," Mellen said.

*IDG World Expo Marketing Manager **Jackie Mellen**'s image appears on an ad wall right outside Neiman Marcus at the Natick Mall, located near many IDG business units based in Framingham, Mass. Her pictures also appear in Boston Magazine's September issue, on Boston.com and on the side of several Metrowest buses.*

The only downside? Sadly, "I was not allowed to keep the fabulous Burberry coat I'm wearing — not even after I begged!"

Write to Jackie Mellen at jmellen@idgworldexpo.com. You can also watch a behind-the-scenes video of the photo shoot on YouTube at http://idg.me/nsr7b8. WU

Do you or — a colleague you know — have an interesting hobby or avocation you pursue outside of work? Tell us about it! We'd love to feature you in an upcoming issue of World Update.

Contact the editors at world_update@idg.com.

Super-PC

continued from page 1

management system so we were able to create all the rounds of voting in our own CMS," Wirtz said. In addition, readers were asked to "like" the PCtipp fan page (www.facebook.com/pctipp).

"We found that our readers really enjoyed debating among themselves about the different components," Wirtz said. "The discussions that took place were at a very high level and really intense. Some days, there were new posts every 10 minutes."

After allowing for several days of discussion, Wirtz said they would select the three or four most popular components and ask everyone to vote on those by the end of the week.

Simultaneously, the team created a partner channel (www.pctipp/ch/superpc/) for STEG on PCtipp.ch and ran a traditional campaign with banner ads. The site contained articles about each of the six rounds of the voting as well as information about various workshops, test results and PC tips and tricks, Wirtz explained. Teaser boxes containing links to the PCtipp fan page and the voting app were placed throughout the site.

In addition to the partner channel, STEG was also promoted in the PCtipp newsletter, in teasers on all of the company's websites, on Facebook and Twitter and in the articles that ran on the site and in the PCtipp publication about the project. "STEG not only donated all the components for the Super-PC and the weekly prizes, it also paid us for the publicity it received, and we ended up turning a profit on this project," Wirtz said.

As a result of the Super-PC project, PCtipp.ch more than doubled its Facebook fans from 1,000 to 2,100 and the number continues to grow. And while the company already has a large traditional forum on PCtipp.ch, "we also want to be part of interesting discussions [related to people's likes and dislikes regarding the computer components] on Facebook," Wirtz said. "In the app we were able to find another 2,000 fans or active app users getting involved in the campaign and the Super-PC story on top of those 2,100 Facebook fans," Wirtz said.

STEG will build the Super-PC, which will be valued at more than CHF 10,000 (US$11,292) when it is done in the next few weeks. Once it is built, the Super-PC will be presented to one lucky participant in the campaign, again selected via a random drawing of the most active participants. A video showing the PC being built will also be posted on the website and Facebook fan page, Wirtz said.

Wirtz said the program was so successful that they plan to replicate it for the next few years. "Perhaps next year we will ask our readers to create a gaming PC or a PC that is very, very inexpensive, or one optimized for graphics professionals," Wirtz said. "Whatever we decide, it will be the community that selects the components."

For more information, contact Oliver Wirtz at oliver.wirtz@idg.ch.

WU

"We found that our readers really enjoyed debating among themselves about the different components. The discussions that took place were at a very high level and really intense."

— Oliver Wirtz, business development manager, IDG Switzerland

Voting for Super-PC components took place over six weeks

The PCtipp.ch community selected the various components that will be used to build the PCtipp/STEG "supercomputer." The voting was spread over six weeks with readers voting on several components each week as follows:

1. Motherboard, CPU, graphic card
2. RAM, hard disks, SSD, optical drives
3. Soundcard, speakers, headset, webcam
4. Case, power supply
5. Screens, keyboard, mouse
6. OS, office package, security, backup, multimedia software

To view the components selected by the community in each category, go to http://apps.facebook.com/superpc/.

Computerworld Switzerland signs five-year partnership with Internet council

IDG Switzerland recently formed a strategic partnership with the Swiss IPv6 Council (www.swissipv6council.ch/en) that will involve editorial, events and sponsorship sales. The council supports and promotes the use and integration of the new Internet Protocol version 6 and is composed of representatives from industry, education, research communities and government agencies.

"IPv6 will be a huge challenge for many companies over the next few years, because the IPv4 addresses have been used up and the transition to IPv6 will require a lot of resources — time and money — for companies," said IDG Switzerland Country Manager **Michael Hermann**.

"There's not a lot of experience or best practices on how to wisely manage the transition, which will be a process that has to be done in stages. Working together means the council will be able to focus on its core competencies – accessing international know-how about the topic, recruiting top professionals as members and speakers – while giving Computerworld Schweiz access to their team and resources. We can position Computerworld as a premium brand and a knowledge center within this sector and offer the council our strengths as a publisher and as a service-oriented company with experience in events organization and sponsor sales."

During the course of the five-year agreement, IDG Switzerland will recruit sponsors for IPv6-related events and also help recruit the two levels of supporters — sponsors and benefactors — for the council itself.

Events will be co-owned by the two organizations on a profit-sharing basis. CW Schweiz will cover topics of importance to the council on an ongoing basis. Working with the council will give CW Schweiz insight into which companies are pushing IPv6 in a strategic way, Hermann noted.

Write to michael.hermann@idg.ch.

noteworthy people

New employees

Debra Osswald joins **IDC** as research vice president for its Next Generation Networks Operations service. She was most recently with IBM, where as strategy and market planning manager she was responsible for the firm's Global Communications Industry's strategy and market planning and both developed and drove the company's cloud computing strategy. She holds a B.S. in finance with minors in computer sciences and statistics from the University of Rhode Island in Kingston, R.I. Her "amazing six-year-old daughter Emily is [her] top priority outside of work." She also enjoys golf and cycling. *dosswald@idc.com*

Brouillard

IDG List Services has hired **Lianne Brouillard** as a brokerage sales associate. She was previously a government contracts administrator at Intirion Corp. and holds a B.A. in liberal arts with a concentration in communications from Bentley University in Waltham, Mass. In her free time she enjoys travel, reading and enjoying the outdoors. *lbrouillard@idglist.com*

Alabaster

IDG WORLD UPDATE

The **IDG News Service**'s new Tokyo bureau chief is **Jay Alabaster**. He spent three years at the Associated Press's Tokyo bureau as a correspondent and was the AP's first reporter to go into northern Japan and report extensively on the aftermath of the earthquakes and tsunami. He has also covered IT companies for Dow Jones/Tokyo. He holds a B.S. in mechanical engineering with a minor in computer science from Princeton University and has studied at Japan's Kyushu University. He enjoys reading fiction and soccer, which he used to play semi-professionally. *jay_alabaster@idg.com*

Yanuskiewicz

New at **IDC Framingham** is Human Resources Assistant **Lauren Yanuskiewicz**. She was previously a marketing intern at e-commerce company Gemvara where she handled affiliate marketing, email campaigns, SEO and competitor research. A recent graduate of Bentley University in Waltham, Mass., she holds a B.A. in management with a minor in marketing. In her free time she enjoys reading and staying active. *lyanuskiewicz@idc.com*

Davis

The **IDG News Service**'s San Francisco bureau welcomes Online Video Producer/Multimedia **Kerry Davis**. Earlier this year, she received an M.A. in multimedia journalism from the University of Maryland , followed by a fellowship with News21, a Carnegie-Knight Initiative-funded investigative multimedia reporting project on food safety. ("It has sadly changed my food-consumption habits," she said.) Away from the office she enjoys yoga, baking, hiking. "One of my goals for San Francisco is to start studying another language seriously and take a paddleboarding lesson." *kerry_davis@idg.com*

Returning employees

Strohmeyer

IDG WORLD UPDATE

Robert Strohmeyer returns to **PCWorld** as director, Content Works; he was previously executive editor of the PCWorld Business Center. "Robert's expertise in content creation, his marketing savvy, knowledge of the SMB and consumer tech space and his entrepreneurial spirit roll up into a winning formula to help scale Content Works to a whole new level," said **Stacey Levy**, PCW VP sales and marketing. *robert_strohmeyer@pcworld.com*

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

22
John St. Martin *IDC*

18
Edith Hoellersberger *IDG Germany*

16
John Daly III *IDC*

14
Tanya Braitchouk *IDC U.K.*
Jennifer McKean *IDG Research Services*

13
Ann Bednarz *Network World*
Michael McGoldrick *Network World*

12
Rajnish Arora *IDC Singapore*
Scholle McFarland *Macworld*

7
Jennifer Sand *IDG Tech Network*

6
Joakim Arstad Djurberg *IDG Sweden*
Rebecka Guzman *IDG Sweden*
Jason Gorud *IDC Singapore*
Tom Kaneshige *CXO Media*
Jeremy Rueb *IDG Strategic Marketing Services*
Stephen Galeotalanza *IDG World Expo*

4
Rosalie Nelson *IDC New Zealand*
Patrick Lee *IDC Singapore*
Joey Yen *IDC Taiwan*

3
Matthew Oostveen *IDC Australia*

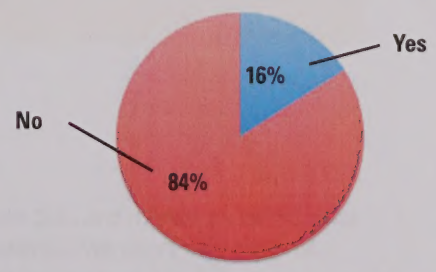
2
Sarah Park *IDG U.K.*
Vanesa Martinez *IDG Spain*
Stacey Levy *PCWorld | Macworld*
Upul Jayasundara *IDC*

1
Julien Goldsmith *CIO U.K.*
Reynilda Cheng *IDC Singapore*
Barlas Yuce *CXO Media*
Emily Lohmann *IDG Tech Network*
Robert Charlton *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Question of the Week results for Sept. 19

Will Google+ emerge as a real threat to Facebook?



Log on to www.idgcentral.com to vote on this week's question: **Do you think Google search results intentionally favor Google's own online properties?**

IDG News Service staff convene in Boston for training workshops

The far-flung members of the IDG News Service (www.idgns.com) came together in Boston last week for two days of training and camaraderie. The staff, which maintains close ties through virtual working relationships, is rarely all together in one location.

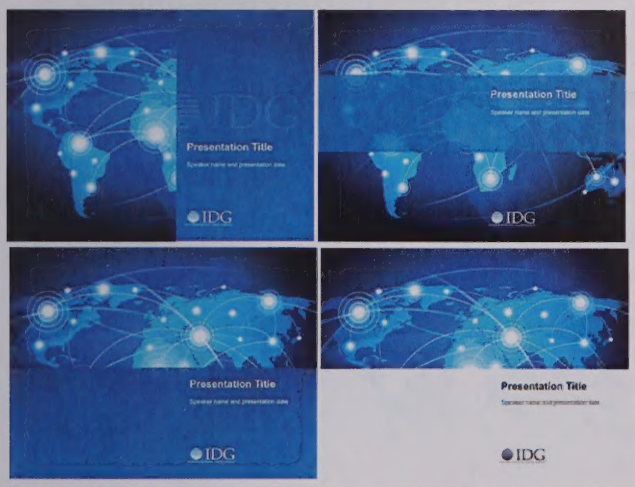
The agenda included reporting tips and tricks, trends within various beats, video training, and an editorial panel with **Ken Mingis** (Comptuerworld), **Tom Spring** (PC World) and **Bob Brown** (Network World).

Led by Editor-in-chief **Elizabeth Heichler**, the News Service distributes news, features, columns and graphics to IDG media brands around the world. In addition to contributions from IDG and affiliated newspapers and magazines, the News Service produces original coverage from its own network of correspondents in major IT markets.

IDG WORLD UPDATE

Seated, l-r: ***Grant Gross*** *(Washington, D.C.),* ***Jeremy Kirk*** *(London),* ***Fred O'Connor*** *(Boston),* ***Kathleen Keough*** *(San Francisco),* ***Jen Baker Dallison*** *(Brussels),* ***Kerry Davis*** *(San Francisco),* ***Nancy Gohring*** *(Seattle). Standing, far right:* ***Elizabeth Heichler*** *(Boston) and* ***Bob McMillan*** *(San Francisco). Standing, back, l-r:* ***Jay Alabaster*** *(Tokyo),* ***John Ribeiro*** *(Bangalore),* ***Loek Essers*** *(visiting journalist from IDG Netherlands),* ***Juan Carlos Peréz*** *(Miami),* ***Steve Lawson*** *(San Francisco),* ***Michael Kan*** *(Beijing),* ***Mikael Ricknas*** *(Stockholm);* ***Nancy Weil*** *(Boston),* ***James Niccolai*** *(San Francisco),* ***Joab Jackson*** *(New York),* ***Agam Shah*** *(New York),* ***Marc Ferranti*** *(New York),* ***Chris Kanaracus*** *(Boston),* ***Nick Barber*** *(Boston),* ***Peter Sayer*** *(Paris),* ***Michelle Maher*** *(Boston).*

New IDG presentation templates with 2012 IDG Media Kit motifs are on IDG Central



Four new PowerPoint templates with images drawn from the 2012 IDG Media Kit have been posted on www.idgcentral.com.

To download them, go to the IDG Central home page and click on Resources, then Corporate Communications and IDG Presentation Templates.

Update your My Profile page on Central

Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices. You can change the password you currently have for IDG Central, add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

Online voting to select the 2012 IDG Photo Calendar winners has begun!

Don't miss your chance to vote for the 12 photos you think should be in the 2012 IDG Employee Photo Calendar!

Staff from IDG International Publishing Services reviewed some 180 submissions last week and selected 40 to go on to the final round. Online voting runs Sept. 26 to Oct. 7 on IDG Central, and all employees are invited to take a look at vote for the 12 they think are most deserving to be in next year's calendar.

Go to www.idgcentral.com and click on the calendar contest link on the home page. You will need to access the legacy IDG Central site to vote. When you get to the prompt, enter your first name (space) last name for the user name, and your regular IDG Central password.

One on one

continued from page 3

a certain amount of time to plan and market an event, since we need to pull in the audience. We don't hold regional events on Mondays or Fridays, as those are difficult days to be out of the office. Location needs vary but must be upscale, easily accessible and with enough space to meet programming and sponsor needs. WU

celebrating 10!

Name
Paul D. Honens

Home
Marlborough, Mass.

Joined IDC
May 2000, as an Application Developer.

Current title
Senior Application Developer. I write applications that (hopefully) make the publishing process easier for authors, editors, data checkers, formatters, etc.

Three things I do in a day's work
Support the user community. Write software. Drink coffee. Not necessarily in that order.

Most challenging part of your job
Finding solutions to tricky software problems.

Best part of your job
Finding solutions to tricky software problems. There's nothing like the feeling of figuring out a problem after hammering on it for what may seem like days/weeks/forever!

Latest accomplishment
I led a team to develop an application that converts our research content into various flavors of XML and automatically distributes it to our public website, as well as customers, affiliates and partners. It saved the sanity of several of our publishing staff who had been using a cumbersome process.

Interests outside the office
Hiking, skiing, kayaking, reading, movies, music, astronomy, general science, gadgets.

What ability do you wish you had?
I wish I knew how to play an instrument. Once I learned one, I'd want to learn others. Being able to fly would be pretty cool, too.

Dream destination
Alaska to see the aurora borealis.

Fantasy job
Space shuttle astronaut. It's a real shame they aren't flying any more.

What is the most difficult decision you ever had to make?
I had a job offer to move from IDC to another company. On a Friday I accepted the new position but almost immediately knew I had made a mistake. After a sleepless night, I called my boss on Saturday and begged for my job back. Thankfully, he said yes.

Your idea of a perfect day alone?
Sleeping late, take a hike in the woods or climb a mountain, read, see a good movie.

*IDG Chairman **Pat McGovern** (right) hosted **Paul Honens** at dinner honoring his decade of service to IDC.*

Most prized possession
My integrity.

Favorite gadget
My home theater system.

Your last meal would be
I would dine at some 24-hour all-you-can-eat buffet. That way the "last" meal would never end. (I'm always looking for a loophole.)

Favorite vacation spot?
Any place with good skiing.

If you won the lottery tomorrow, you would
Not tell anyone other than a lawyer and a financial advisor. And I'd find some good charities to work with.

Retirement dreams?
Travel, write, charity work, get a puppy.

Manager's profile
"We are really fortunate to have Paul on our team. He is thoughtful, productive and fun to work with — a combination that makes him popular with his peers and all the teams he works with. For the last few years, Paul has been working with our publishing team and our extended IT organization in the Czech Republic to build tools that support IDC's publishing process. His attention to detail, technical skill and understanding of the business have all proven to be valuable assets that enable him to continually contribute in a meaningful way to IDC's ongoing success."

— Mitchell Rose, CIO, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Silvia Bassi *Now!Digital Business*
Ellen Daly *IDG Enterprise*
Michael Hermann *IDG Switzerland*
Derek Hulitzky *IDG Enterprise*
Jackie Mellen *IDG World Expo*
Melissa Messier *IDG World Expo*
Neal Silverman *IDG Enterprise*
Oliver Wirtz *IDG Switzerland*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

3 OCTOBER 2011
VOLUME 41, NUMBER 36

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Inside this issue

IDG Photo Calendar contest voting ends Oct. 7 *page 2*

IDG Japan jumps back into event business following earthquake with successful Cloud Computing World *page 2*

IDG SMS gears up for FY12, honors top performers in FY11 *page 2*

One on one: CSO Publisher Bob Bragdon *page 3*

Popular Top 500 issue contributes to CW Switzerland's bottom line *page 4*

Team Debbie raises $6,200 to support cancer patients *page 6*

IDG colleagues lend a hand in New Orleans *page 8*

GKY NWW SLDSHW DRWS IS

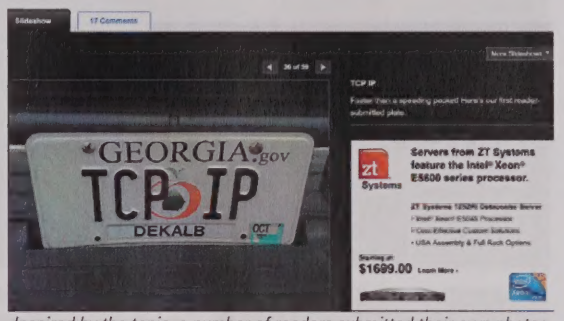
Network World slideshow about geeky license plates boosts page views

The meek may inherit the earth, but some geeks are happy enough to have a car vanity license plate that's, well, geeky.

File System Check, in case you were wondering.

A Network World slideshow of tech- and pop-culture-oriented vanity plates launched in August has to date drawn more than 600,000 page views (http://idg.me/niL4or). The plates make coded mention of everything from Star Wars (R2WHRU) to Linux (TUX) to rocket science (DVBYDT, the derivation of acceleration in calculus, which is commonly known as dV/dT).

Network World Online Executive Editor, News **Bob**



Inspired by the topic, a number of readers submitted their own photos.

Brown said he stumbled across a few geeky license plate images while looking at the photo sharing site Flickr and mentioned it to Network World Executive Online Editor **Jeff Caruso**. "I did a quick search on Flickr at the time and threw the URLs into a text file

continued on page 5

IDG Netherlands reduces no-shows at Oracle Cloud event

Personalized approach — emails, telephone calls — help keep attendance high

IDG Netherlands recently partnered with IDG Global Solutions to produce a very successful Cloud Computing seminar on behalf of Oracle that over-delivered on attendees while keeping "no-shows" to a minimum. The event came to life under the direction of **Martine Res**, project and event manager at IDG Netherlands, and her team, which worked closely with **Helen Palmer**, director, Strategic Projects, and **Maria Maydell**, project coordinator, at IGS.

***Volkert Deen**, deputy editor-in-chief, Computerworld (front, left) and **Dave Jeurissen**, an intern at IDG Netherlands, hand out badges to attendees.*

With just under three months from order to delivery, Res and her team had no time to lose. "Due to the very strong contacts of our editorial team and the outstanding work of our deputy editor-in-chief **Volkert Deen**, we were able to quickly identify excellent expert speakers for the event," noted **Gabriella Meijnckens**, manager, marketing and events, B2B. "We added a legal expert to broaden the content and worked to ensure the speakers came at the topic from a variety of angles and levels so as to appeal to as broad an audience as possible," Meijnckens explained. "As I understand it, the Dutch team was the only team to add such speakers to the program, and I firmly believe that by doing so we increased the content value of this event for the attendees."

continued on page 5

in brief newsworthy

IDG Japan jumps back into event business following earthquake with successful Cloud Computing World

*Members of the team responsible for Cloud Computing World and Next Generation Data Center include (back row, l-r): **Yuji Yamaguchi**, account executive; **Tomohiko Imamura,** account executive; **Yasuhiro Watanabe**, sales manager; **Akihiko Ohtsuka**, editor, Computerworld; **Ryo Ohkawa**, editor, CIO magazine/online; **Yuzuru Yamakawa**, editor, Computerworld. Middle row, l-r: **Yuji Nishigohri,** sales manager; **Kota Nakazawa**, sales marketing; **Masanori Yamamoto**, sales manager; **Ayako Kiryu**, event producer; **Atsushi Watanabe**, event producer. Front row, l-r: **Satoshi Yoshida**, chief editor, Computerworld; **Yoshitomo Fukuda**, chief editor, CIO magazine/online; **Mina Tanaka**, event operation; **Kyoko Ito**, editor, Computerworld; and **Tomoaki Sato**, sales manager.*

IDG Japan recently staged its first large expo-type event following the massive March 11 earthquake and tsunami that devastated much of northeastern Japan. Cloud Computing World and Next Generation Data Center took place Aug. 31-Sept. 1 at the Tokyo International Forum. The second edition of this popular expo and conference program attracted approximately 10,000 attendees and 100 sponsors, both up from last year's figures.

"Back in the late March-April timeframe we had a lot of discussions about whether we should go forward with this event because of the threat of electrical power outages at the expo venue," said **Ayako Kiryu**, event producer, event design team, at IDG Japan. (Due to the damage to several nuclear power reactors, the Japanese government implemented scheduled blackouts in the Tokyo metropolitan area for several months following the earthquake.) Several of the company's events planned for the March to July timeframe did have to be cancelled, Ayako said.

In the end, the blackouts became unnecessary due to voluntary conservation efforts by citizens and industry, Ayako said.

The company's next large events — Storage Strategy 2011 and an as-yet-unnamed virtual desktop infrastructure event — will both take place as scheduled this November.

Contact Ayako Kiryu at akiryu@idg.co.jp. WU

Be sure to vote for your favorite photos!

The top 40 photos submitted for the 2012 IDG Employee Photo Calendar are on IDG Central awaiting your votes. Be sure to log onto www.idgcentral.com and select your top 12 choices for next year's calendar. Voting ends on Friday, Oct. 7.

IDG SMS gears up for FY12, honors top performers in FY11

*Above: The IDG Strategic Marketing Services program developers team received the 2011 President's Award from IDG Global Solutions President **Matthew Yorke**. From left: **Charles Lee**, SVP, SMS & IDG Enterprise; **Colin Browning**, program developer, SMS; Yorke, **Jeremy Rueb**, SMS VP program development, worldwide; and **Eliza Chue**, SMS account coordinator. At right: Yorke presents **Kate Zinn** with the group's Employee of the Year award.*

Thirty IDG colleagues met in New Orleans from Sept. 12-14 to recognize a successful fiscal 2011 and plan for fiscal 2012. Most of the attendees work in IDG Strategic Marketing Services (SMS) including sales, program development, program management, social media, marketing and finance. SMS attendees were joined by **Charles Lee**, SVP, Strategic Programs & Custom Solutions, SMS and IDG Enterprise; IDG Global Solutions EMEA Managing Director **Kumaran Ramanathan**; VP IGS U.S. and APAC **Michael Mullaney**; **Janet King**, GM/VP, IDG Research Services; HR Manager **Sara Scogland** and Associate HR Representative **Jillian Gardner**.

Matthew Yorke, president, IGS and SMS, opened the meeting by reviewing the past 12 months and setting the stage for more detailed discussions about key clients, new and existing services, and international business.

On the final night of the meeting, Yorke handed out President's and Employee of the Year awards. Yorke chose the entire SMS program developers team that has worked long days during the past year to write product and services proposals for major accounts. SMS colleagues chose **Kate Zinn**, VP, business development, responsible for sales to clients including Dell and Avaya, as Employee of the Year. All the recipients received crystal awards and a bonus.

Following the meeting, nine colleagues spent an extra day in New Orleans, volunteering with the St. Bernard Project to help repair the home of a family displaced by Hurricane Katrina. See story and photos on page 8. WU

one on one the interview

Bob Bragdon
The publisher of CSO is this week's columnist. Reach him at bragdon@cxo.com.

"Since our launch in 2002, as the role of the CSO has become more important to businesses, it has also become an increasingly important target audience for marketers. As our competitors fell to the wayside through the changes the media has gone through these past 10 years, CSO has become a trusted, and critical, partner."

Q How many CSOs are there in the U.S. market?

A Our research indicates that 58% of U.S. businesses employ either a CISO (Chief Information Security Officer) or a CSO (Chief Security Officer). Far more than that have someone functioning in the CSO or the CISO role who does not hold the actual title. We have seen a steady growth in this trend since CSO magazine's launch in 2002 as businesses move to address the various operational risks that they face.

Q How has the role of the CSO evolved over the years?

A The greatest change is in the seniority and scope of the role itself. Understanding first of all that CSOs are traditionally responsible for physical and/or IT risks at their organizations while CISOs are responsible exclusively for IT security risk, the scope of their responsibilities and their reporting structure have been significantly elevated from where they were in 2002. In the U.S. and globally, the CSO is far more likely to report directly to the CEO or the board of directors, than to the CIO (which was the norm in 2002).

We are also far more likely to be discussing risk with our readers today, whereas in 2002 the discussion was around security. Security is a means for addressing risk. Risk is a business equation. For example, your company may be concerned about the negative impacts from a data breach, such as bad publicity, and declining shareholder value. To reduce that risk they would use security measures, such as firewalls and data loss prevention tools, to reduce the likelihood that a breach might occur. As the discussion has moved to center on risk, the role of the CSO has naturally been elevated.

Q How have the issues facing CSOs changed over the years? What are the biggest concerns of today's CSOs?

A The issues have changed quite a bit. In 2002, concerns tended to center on issues like patch management and business continuity. Whereas today CSOs are very focused on aligning security with the business through comprehensive risk management practices. Every business has a unique risk tolerance, and it is the job of the CSO to make sure that the controls they have in place (technologies, policies, etc.) don't clamp down too tightly on the business so as to impede its ability to function effectively and successfully. If those controls are too loose, they may be exposing the business to too much risk.

Q CSO has had a long ramp-up to its success. What are the keys to the current success of the CSO brand?

A First of all, we have a world-class team working on CSO. The great content produced by our editors has helped us to build a high level of brand affinity with our audience. We've been able to turn that into opportunities for our advertisers and sponsors through our magazine, website, events and custom engagements.

Since our launch in 2002, as the role of the CSO has become more important to businesses, it has also become an increasingly important target audience for marketers. As our competitors fell to the wayside through the changes the media has gone through these past 10 years, CSO has become a trusted, and critical, partner for them to connect with our audience. That and the great support of our leadership team at IDG Enterprise have resulted in CSO being the single most trusted source of information for CSOs and the single most-relied-upon channel for marketers to reach the CSO.

Q Do you get much international traffic on the CSO site? Where are the biggest markets outside the U.S.?

A We still get a significant amount of online traffic from overseas, primarily because much of our content focuses on helping CSOs to be professionally successful. When you look outside of the U.S., Asia has very high levels of businesses with CSOs as does Europe. Wherever there are high levels of regulation by governments, you'll see CSOs.

Q What are the most popular types of events with CSO's audience?

A All of our events focus on peer interaction: allowing CSOs to speak with other CSOs. You give them the opportunity to do that and they will come. We produce a full range of events from several national (U.S.) events like the Security CONFAB and The Security Standard, to one-day regional events like CSO Perspectives on Securing the Cloud, to custom roundtables and executive dinners, a program that we envisioned and launched at CSO five years ago and which now accounts for more than 10% of our revenue and millions of dollars across IDG Enterprise.

We also produce custom events on behalf of our clients. Those events can range from half-day to three-day programs in which we produce the content, provide moderation and event logistics services and recruit attendees.

continued on page 6

Popular Top 500 issue contributes to CW Switzerland's bottom line

All 6,000 CW Switzerland subscribers receive the Top 500 special issue, which also sells on IDG Switzerland's web site for 9.20 euros (US$12.60). Almost 200 have sold in the past two months.

Computerworld Switzerland's annual Top 500 issue proved to be its most profitable issue of the year, accounting for approximately 20% of the publication's yearly advertising revenue. The 14th edition, which was released Aug. 26 and ranks the country's 500 most successful IT companies by revenue, has a "big audience," said Deputy Editor-in-chief **Barbara Mooser**, "because the industry is always eager to see who has gone up or down in the ranking."

The industry rankings took up 27 pages of the 124-page special issue. The rankings are accompanied by short editorial portraits, and many of the companies buy ads to run next to their ranking. There is also a detailed analysis of the performance of the ranked companies in their various market segments, such as hardware, software, services, etc. CW Switzerland editors fill the rest of the issue with stories on industry trends, such as cloud and mobile computing, the market and economy in general and the challenges the Swiss IT industry is facing and how to cope with them, often quoting leading Swiss tech players. There are also many charts describing the current IT market. "This is information IT decision makers need to know and keep handy," Mooser said.

*(Left to right): Sales Executive **Christoph Mayer**, Online Sales Representative **Nico Delis**, Sales Support Representative **Leo Rappisarda**, Editorial Assistant **Balbina Hossmann**, Editor **Jens Stark**, Web Designer **Sonny Meyer**, Sales Director **André Reichenbach**, Web Designer **Roland von Aesch** and Deputy Editor-in-chief **Barbara Mooser**.*

"Our stories provide deep information about the present and future IT market in Switzerland, which none of our competitors cover in such detail," Mooser said. She added that ranked companies also use the Top 500 issue as a reference in order to win new customers. "We also take special care to give the issue a high-value, glossy look and feel. Readers like to keep the issue on their desks — at least until the next one comes out."

When the Top 500 issue launched in 1997, it was in a newspaper format and covered only 300 companies. Since 1999 it has been a glossy magazine and began covering 500 firms in 2000. Mooser said it is the most popular of CW Switzerland's three annual special issues. (The other two are Swiss CIO and Swiss IT, the latter based on a study of the Swiss tech market done in collaboration with IDC.) All 6,000 CW subscribers receive the special issues, which replace their regular biweekly issue, as part of their subscription. "We do not sell the Top 500 on the newsstand any more," Mooser said. "The Swiss market is too small for such a special-interest magazine on the newsstand. However, we sell copies very successfully on our websites for 9.20 euros (US$12.60)." Nearly 200 copies have been sold online to date.

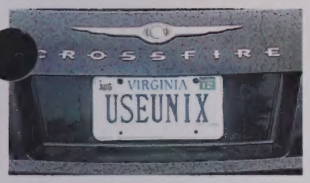
Four months in advance of the special issue's publication date, CW Switzerland sends out a call for information to approximately 800 Swiss firms and asks them to complete an online survey listing their revenue, number of employees, CEO name, contact information and their market category. Results are collected and the rankings tabulated a month before the issue is published.

Mooser said CW Switzerland is no longer satisfied with this method of data collection — "the survey set-up is too complicated, and the companies have problems filling it out correctly" — and has already begun a data mining process that is expects to have ready for the 2012 Top 500 issue. "The new tool, which is being developed in-house by [Content Manager/Deputy Editor-in-chief Online] **Marcel Hauri** and our two web developers **Roland von Aesch** and **Sonny Meyer**, will not only simplify data input for the companies but will have more potential for analysis," Mooser said.

CW Editor **Jens Stark** shepherded the online research behind the rankings with help from Editorial Assistant **Michelle Khemissi**. "The Top 500 editorial team is the same as for our regular issues," Mooser said, "with the help of the IDG Switzerland web team for the survey and our freelance design team providing the graphics. Our staff here is very small, and everybody has to help."

Registered CW Switzerland site users can download an e-book version of the Top 500 issue at www.computerworld.ch/service/e-paper/. Mooser said a "very rudimentary" version of the ranking is online at www.computerworld.ch/marktanalysen/top-500/. "Next year this should be interactive and look much better, although we are still in the early development days," Mooser said.

For more information contact Barbara Mooser at Barbara.Mooser@idg.ch.



Related content: NetworkWorld.com also includes the geekiest marriage proposals, musical artists and 25th anniversaries.

NWW SLDSHW

continued from page 1

on my computer desktop and then promptly forgot about it," Caruso said. "I was cleaning out some of those icons from my desktop in August and found it again, then fleshed it out with more images from Flickr."

Caruso said it took him a couple of days to find the images and write a short humorous caption for each one. "I had to Google several of them," he said, "particularly those that referred to Unix commands. The geeky pop culture references were easy — I even got SPUMCO right away. I'm not sure what that says about me." [Ed. note: It's a U.S. animation production company, most famous for "The Ren and Stimpy Show."] Senior Designer **Steve Sauer** readied the images, and Managing Editor **Ryan Francis** posted the slideshow.

The original version of the slideshow had 35 images, but Network World has added 23 reader submissions to it since it launched. More readers logged in to the slideshow's Comments section to report on tech-oriented vanity plates they'd seen and wished they'd photographed so they could submit them. One even identified himself as the owner of a plate in the slideshow and confessed he didn't know who had taken the photo of it.

"Content that plays to things people personalize — like, say, their offices or Halloween costumes — is often popular," Brown said. "We've also had quite a bit of success with slideshows of unique images, such as of geeky cakes and cupcakes as well as of snowmen and ice sculptures. Maybe it takes people's minds off the really challenging parts of their jobs, like managing security and mobile devices."

For more information, contact Jeff Caruso at jcaruso@nww.com. WU

Cloud event

continued from page 1

The conference took place in one of the galleries at the Cobra Museum. The four speakers engaged in a lively interactive discussion at the end of the program.

The seminar began at 8:45 a.m. and ran until 2 p.m., including lunch. The four speakers, including one from Oracle, also participated in a lively interactive panel discussion and the unique location — the Cobra Museum in Amstelveen — proved popular with attendees.

Promotion began in early July and lasted until the day before the Sept. 15 event, Meijnckens said. Although the event was free for attendees, online registration was required and resulted in 142 qualified leads for Oracle. A no-show fee of 50 euros (US$68) was charged to people who had registered but failed to cancel prior to the event.

The agreement with Oracle called for a minimum of 80 qualified IT professionals, "so we worked hard to drive the number of registrations in order to deliver on this target," Meijnckens said, noting the team used a variety of methods — RSS, email, advertorials in several newsletters and social media — to boost registrations during the challenging summer holiday period. "We also added the registration link beneath all cloud computing articles on the regular Computerworld website," Meijnckens said.

Meijnckens said the team was aware that similar cloud events held on behalf of Oracle in other countries had experienced difficulty with no-show percentages, and put extra effort into reducing this number. Several email updates were sent to registered attendees to keep the seminar fresh in their minds and make them aware of updates to the agenda. Res also used the company's internal telemarketing staff to call all attendees beforehand to make sure they had received the program and directions to the venue as well as to mention how much "we were looking forward to seeing them there," Meijnckens said.

In the end, 88 people attended the seminar with only a 17.5% no-show rate. "We are convinced this personalized approach lowered the no-show percentage dramatically," Meijnckens said.

Contact Gabriella Meijnckens at gmeijnckens@idg.nl. WU

Even the pastries attendees enjoyed at the coffee break were sponsored by Oracle.

noteworthy people

New employees

Furthmüller

After working as a freelance image licensing researcher, **Steve Furthmüller** joins **IDG Germany** full-time as a content management trainee. He holds a diploma in online journalism from the University of Applied Sciences in Darmstadt, Germany, and enjoys reading, hiking and photography. *sfurthmueller@idgbusiness.com*

The **CIO Executive Council**'s new media/programs coordinator is **Brendan McGowan**, responsible for helping Council members gain visibility by securing speaking and sourcing opportunities. He was previously a senior research associate with Forrester Research. A graduate of Trinity College in Hartford, Conn., he holds a B.A. in history. Outside the office he enjoys movies, working out and volunteer work. *bmcgowan@cio.com*

Previously a staff accountant with Intact Medical Corp., **Winona Seibert** joins **IDG** as a bookkeeper. In her free time she enjoys reading, cross-stitching and crochet. *winona_seibert@idg.com*

One on one

continued from page 3

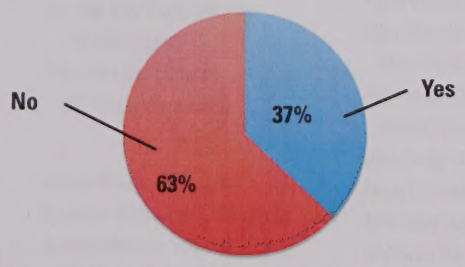
Q Speaking of The Security Standard, it was held this September in New York City. Any highlights you'd like to share?

A This year's Security Standard was a great success. With over 300 attendees at the Brooklyn Bridge Marriott, the event did a great job of delivering peer content to senior security leaders struggling with a wide range of concerns from the consumerization of IT devices leaking into the workplace to the security of cloud computing and even APT (advanced persistent threats — attacks by foreign governments like what was experienced by Google earlier this year). We also incorporated our CONFAB-style presentation model of 20-minute presentations into the Security Standard, and it was very well received. WU

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards to world_update@idg.com.

Question of the Week results for Sept. 26

Do you think Google search results intentionally favor Google's own online properties?



Log on to www.idgcentral.com to vote on this week's question:
Do you think publishers will view Amazon's new Kindle Fire as a serious challenger to Apple's iPad?

Team Debbie raises $6,200 to support cancer patients at local hospital

*Colleagues, friends and family surround IDG Enterprise VP, Circulation **Debbie Winders** (sitting, center front) following the 3.5-mile HopeWalks fundraiser during which they raised $6,200 for patient support programs at the hospital where Debbie is being treated.*

IDG colleagues continue to find ways to support IDG Enterprise VP of Circulation **Debbie Winders**, who is on medical leave while she battles cancer. Most recently, 13 co-workers joined 18 other family members and friends to participate in HopeWalks, a 3.5-mile walk-a-thon to benefit patients at the Vernon Cancer Center at Newton-Wellesley (Mass.) Hospital, where Debbie is receiving treatment. The 31 members of Team Debbie blew by their goal of $3,200 and raised $6,200, which made them the third highest fundraisers in the walk.

IDGE colleagues participating on Team Debbie include: **Mary Kittredge**, **Howard Sholkin**, **Diana Turco**, **Linda Gorgone**, **Naomi Anderson**, **Ken Gagne**, **Caroline Mewing**, **Mary Fanning**, **Jodie Naze**, **Nelva Riley**, **Pamela Carlson**, **Lisa Stevenson** and **Jami Martin.**

According to team organizer Mary Kittredge, IDGE circulation specialist, donations are still being accepted. To contribute, visit Team Debbie's page (https://giving.nwh.org/IDG-Debbie) and select any team member's page and follow the prompts.

For more information contact Mary Kittredge at mkittredge@idgenterprise.com. More information about HopeWalks is available at http://giving.nwh.org/Page.aspx?pid=402. WU

IDG Sweden, clients rock on

MARTIN FALTSTROM

*A bit of fashion diversity was on display at IDG Sweden's ninth annual customer party last month. Renowned Swedish DJ and rock star Dregen, here with IDG Sweden CEO **Christer Björkin**, spun tunes at the event, which drew some 800 IT company sales and marketing executives and agency representatives. Events Manager **Ulrika Ullman** coordinated the gala celebration. More on IDG Central.*

Anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Maria Doehler *IDG Germany*

27
Juan Márquez *IDG Spain*

22
Martin Wallström *IDG Sweden*

21
Hans Hausner *IDG Germany*
Andrew Ware *IDC*

20
Stefan Ueberhorst *IDG Germany*
Jose Luis Palacios *IDG Spain*

19
Charlotte Kempe *IDG Sweden*
Juergen Hill *IDG Germany*
Wlodimierz Duszyk *IDG Poland*

17
Marcel Schaper *IDG Netherlands*

16
Heidi Schwab *IDG Germany*

15
Lars Goransson *IDG Norway*
Ursula Nehring *IDG Germany*

14
Michito Kimura *IDC Japan*
Mitchell Rose *IDC*

13
Alexandra Mesmer *IDG Germany*
Alexander Bauer *IDG Germany*
Michael Schmelzle *IDG Germany*
Daniel Comino *IDG Spain*
Arantxa Herranz *IDG Spain*
Regena Marie Adams *IDC*
Mark Anderson *IDG Enterprise*

12
Mats Stålbröst *IDG Sweden*
Beate Woehe *IDG Germany*
Anita Thiel *IDG Germany*
Malte Jeschke *IDG Germany*
Michael Eckert *IDG Germany*
Christian Vilsbeck *IDG Germany*
Bernhard Haluschak *IDG Germany*
Dominika Marszycka *IDG Poland*
Dorota Konowrocka *IDG Poland*
Al Gillen *IDC*
William Casey *IDC*
Hanh Nghi
IDG Strategic Marketing Services

11
Noriko Moritomo *IDC Japan*
Ryuichi Yokoyama *IDC Japan*
Mikael Lindkvist *IDG Sweden*
Tanja Braun *IDG Germany*
Riem Sarsam *IDG Germany*
Naomi Otsuki
IDG Interactive (Japan)
Maria Jose de Cadiz *IDG Spain*
Esther Macias *IDG Spain*
Noriko Moritomo *IDC Japan*
Ricardo Villate *IDC*

10
Mónika Babinecz *IDG Hungary*
Andrea Bohn *IDG Hungary*
Nicole Bergmair *IDG Germany*
Barbara Fassiadou *IDG Germany*
Charlotte Thygesen-Poulsen
IDC Denmark
Keith Gaffney *IDC U.K.*

9
Yasusuke Suzuki *IDC Japan*

8
Jubert Alberto *IDC Philippines*
Karen Rondon *IDC Philippines*
Thomas Stroehlein *IDG Germany*
Bernd Fischer *IDG Germany*
Christian Schmidt *IDG Germany*
Akihiko Otsuka
IDG Interactive (Japan)

7
Judit Kovács *IDG Hungary*
Selina Wang *IDC China*
Claus Mortensen *IDC Hong Kong*
Matias Berardi *IDC Argentina*
Micheal Beilfuss *IDG Germany*
Stefanie Heise *IDG Germany*
Marcus Egger *IDG Germany*
Gerwin van Engelenburg
IDG Netherlands
Christina Carstensen
IDG Global Solutions

6
Hideo Wada *IDC Japan*
Romina Adduci *IDC Argentina*
Eszter Morvay *IDC U.K.*
Adrian Lloyd *PC Advisor*
Ellen Daly *IDG Enterprise*
Ricardo Faim *IDC Brazil*
Jose Martim *IDC Brazil*

5
Lily Lin *IDC Australia*
Sudheer Gundanna *IDC India*
Hye-Rim Kim *IDC Korea*
Steve Yang *IDG Norway*
Linus Larsson *IDG Sweden*
Hampus Lindberg *IDG Sweden*
Jörgen Lindqvist *IDG Sweden*
Matthias Weber *IDG Germany*
Petra Seeser *IDG Germany*
Ulrich von Kapff *IDG Germany*
Agnes Froeschl *IDG Germany*
Atushi Watanabe
IDG Interactive (Japan)
Alys Woodward *IDC U.K.*
Miho Nogami *IDC Japan*
Jonathan Share *IDC*
Kimberly Knickle-Tierney *IDC*
Thomas Lupien
IDG Corporate Services Group
Justine Wallace *IDG Enterprise*

4
Shawn Yip *IDC Singapore*
Eva Ekedahl *IDG Sweden*
Britta Liljegren *IDG Sweden*
Andreas Udo de Haes
IDG Netherlands
Dorthe Pedersen *IDG Denmark*
Kaoru Fukuda *IDC Japan*
Maria Maydell *IDG Global Solutions*
Suzanne Hopkins *IDC*
Steve Dodman *CXO Media*
Andrea List *CXO Media*

3
Luke Fang *IDC China*
Daniel Goldberg Uggelberg
IDG Sweden
Gabor Balicza *IDC Hungary*
Thomas Weber *IDG Germany*
Louise Pave Sohnesen
IDC Denmark
Piotr Waszczuk *IDG Poland*
Ellen Rotstein
Now!Digital Business (Brazil)
Reginaldo Dias
Now!Digital Business (Brazil)
Jan Duffy *IDC U.K.*
Nick Corrigan *IDC U.K.*
Monique Janzen *IDG Netherlands*
Marieke Ommen *IDG Netherlands*
Ankur Tarnacha *IDC*
David Potterton *IDC*
Nicole Jalbert *IDG Connect*
Brian Gleason *IDG Tech Network*

2
Devtar Singh *IDC Malaysia*
Karolin Pichler *IDG Germany*
Yassin Chakhchoukh *IDG Germany*
Maxi Gräff *IDG Germany*
Melanie Koch *IDG Germany*
Marta Pielasa *IDG Poland*
Marcel Rodrigues
Now!Digital Business (Brazil)
Michelle Khemissi *IDG Switzerland*
Vera Hilbrink *IDG Netherlands*
Jinrich Amaldas *IDC*
May Au *IDG Int'l Publishing Services*

1
Vörös Lóránd *IDG Hungary*
Balázsy István *IDG Hungary*
Irina Chinenova *IDC Australia*
Emilie Ditton *IDC Australia*
Sean Li *IDC China*
Carmen Chen *IDC Hong Kong*
Tafadzwa Marasha *IDC Hong Kong*
Jarit Sidhu *IDC Thailand*
Ashwat Grover
IDC Center for Consultancy & Research (India)
Lucila Melfi *IDC Argentina*
Christine Zwinger *IDG Germany*
Ellinor Selbeck *IDG Germany*
Nina Katharina Hasl
IDG Germany
Patrick Yahya *IDG Germany*
Sven Ohnstedt *IDG Germany*
Oliver Thomas *IDG Germany*
Sakiko Kanda
IDG Interactive (Japan)
Jane Doorly *IDC U.K.*
Juan Sacchi *IDC U.K.*
Maciej Gornicki *IDC U.K.*
Marcel Hauri *IDC U.K.*
Michiel van Elk *IDG Netherlands*
Dominik Koslielac *IDG U.K.*
John Copsey *IDG U.K.*
Kumaran Ramanathan
IDG Global Solutions
Kasey Cassells
IDG Connect Europe
Andrew Huffman *IDC*
Jae Han *IDG Enterprise*
Robert Hafferman
IDG Tech Network
Alyssa Michael *IDG Tech Network*
Carlos Eduardo Calegari *IDC Brazil*

Send anniversary information to world_update@idg.com.

IDG colleagues lend a hand in New Orleans

In September 2005, Hurricane Katrina slammed into the Gulf Coast devastating many parts of the New Orleans area. Today, 200 families continue to live in government-supplied trailers and at least 10,000 families have been unable to return to their homes.

IDG Strategic Marketing Services (SMS) held a sales and marketing meeting in New Orleans during the week of Sept. 12, but it did not end with a typical closing dinner. Instead, on Sept. 15, nine colleagues worked to rebuild a home of one of those 200 families. **Matt Yorke**, president, IDG Global Solutions and SMS, approved the expense of the IDG volunteers staying an extra day in New Orleans. The King family was ineligible for insurance money even though their home was destroyed, but they obtained money from a federal program to purchase a gutted house last year. The family of four needed help to rebuild the home.

*Outside the home they helped to rebuild are (l-r): **Mo Barrett**, senior director, program management, SMS; **Wayne Humphrey**, manager, business finance, SMS; **Kate Zinn**, VP, SMS; **Janet King**, general manager, IDG Research Services; **Millie Reilly**, VP, business development, SMS; **Cheryl Giangregorio**, manager, sales operations, SMS; **Ashley Wilson**, social media analyst, SMS; **Carol Venezia**, director, program management, SMS; and **Howie Sholkin**, director, communications & marketing programs, SMS. Front and center, Alex Owens of the St. Bernard Project.*

Enter the St. Bernard Project (SBP). Started by a couple visiting New Orleans five years ago, the SBP has rebuilt more than 400 homes (at an average cost of $15,000 to $20,000 per home) by employing military veterans, hiring its own staff, working closely with AmeriCorps and enlisting the help of thousands of volunteers.

IDGers spent the day — a very hot and humid day — measuring and cutting drywall, attaching it to ceilings and installing fiberglass insulation in ceilings and walls in the King's future home, which they hope to move into before the end of this year.

"Knowing our efforts will put them one day closer to getting back into their home pushed me through heat, sweat, scratchy insulation and heavy drywall," said **Carol Venezia**, director of program management. "I definitely plan to keep in touch with the St. Bernard Project to see what we can do to help in the future. I'd like to raise funds to get a housewarming gift for the Kings."

***Wayne Humphrey** and **Carol Venezia** secure drywall to studs in the ceiling of the five-room house.*

Senior Director, Program Management and Analytics **Mo Barrett** found it "was a real eye-opener and sobering to imagine a community completely underwater and devastated by Katrina." St. Bernard Parish was under 16 to18 feet of water, above the roof line of most homes.

***Mo Barrett** stuffs fiberglass insulation into the ceiling.*

Millie Reilly, VP business development, and her husband are considering a visit New Orleans over Christmas to enjoy the city and volunteer another day. "I have never worked so hard nor sweated so profusely. It was a humbling and wonderful day with my IDG comrades," she said.

To learn more about SBP or to make a donation, go to www.stbernardproject.org. On Nov. 12, there will be a fund-raising dinner for SBP in a Newton, Mass., home. If you would like to attend, please contact **Howard Sholkin** at howard_sholkin@idg.com.

Thanks to Howie Sholkin for contributing this article.

and*finally...*

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Bob Bragdon *IDG Enterprise*
Bob Brown *Network World*
Jeff Caruso *Network World*
Martin Fältström *IDG Sweden*
Ayako Kiryu *IDG Japan*
Gabriella Meijnckens *IDG Netherlands*
Ken Mingis *IDG Enterprise*
Barbara Mooser *IDG Switzerland*
Howard Sholkin *IDG Strategic Marketing Services*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at:www.idg.com.

IDG World Update

10 OCTOBER 2011
VOLUME 41, NUMBER 37

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Mobile topics abound at first Macworld Asia in Beijing

Mobile was a key theme during the first Macworld Asia event in Beijing, held Sept 22-25 at the China National Convention Center and co-organized by IDG China and the Beijing Investment Promotion Bureau.

Close to 200 vendors showcased the hottest mobile devices, third-party Apple products and application solutions for some 90,000 expo attendees, who included seasoned and novice Apple users, government officials, industry experts and company executives. The four official sales channels of Apple products in China — China Unicom, Digital China, ECS Technology and Changhong GIT — also exhibited, underscoring the event's importance to key players and government officials. China Unicom used the event to announce new measures for mobile Internet expansion and highlighted its new 3G brand.

"This event will build a world-class platform of exhibition and communication for China's mobile Internet device and application industry," said IDG Asia VP **Jennifer Xu**, who also serves as president of IDG World Expo China. "In addition, we made a concerted effort to promote business opportunities and facilitate investment."

KAREN REN PHOTOS

Close to 200 vendors showcased the hottest mobile devices, third-party Apple products and application solutions to some 90,000 expo attendees.

At an Individual Software Developer Zone, iOS developers in China, especially local software developers in Beijing, could showcase their abilities and get a chance to sit face-to-face with venture capitalists from around the world. An Investment and Cooperation Center linked professional buyers and venture capitalists with the Beijing Foreign Investment Service Center, which provides services for foreign investors.

continued on page 5

See the winners!

Go to IDG Central to check out the 12 winning photos that will appear in the 2012 IDG Employee Photo Calendar.

*IDG China Chairman **Hugo Shong** welcomes conference attendees.*

CW Hong Kong reprises CIO Leadership Forum in Macau

For Computerworld Hong Kong, one event leads to another.

*From left: Hong Kong Information Technology Federation's Anthony Lim, Computerword Hong Kong Enterprise Group Technology Editor **Stefan Hammond**, CWHK Publisher **Simon Yeung** and CWHK Contributing Writer **Ross Milburn**.*

In the last two years CWHK has held more than 20 CIO Roundtable Discussions with CIOs and IT directors in Hong Kong and Macau, the former Portuguese colony 40 miles southwest of Hong Kong that is now a special administrative region of China. CWHK has also put together a series of conferences on security, cloud computing, collaboration, data centers and virtualization, as well as banking and finance technology. Computerworld Hong Kong is published by IDG licensee Questex Asia.

"The success we have had with these events led us to launch our first CIO Leadership Forum in Hong Kong in June, which we synched with our first CIO Hong Kong Awards," said **Chee-Sing Chan**, group editor for CWHK, Enterprise Innovation. The CIO Forum and the awards were conducted in partnership with CIO Connect, a U.K.- and Hong Kong-based CIO

continued on page 4

Inside this issue

IDG World Expo wins seven Art of the Show awards *page 2*

Bob Carrigan addresses attendees at dmexco, IAB conference *page 2*

One on one: Jyoti Lalchandani, VP, IDC MEA and Turkey *page 3*

Music propels IDG Sweden employee onto center stage *page 5*

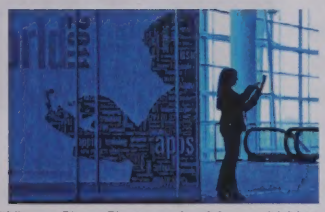
Celebrating 20: IDG Enterprise's Heidi Broadley *page 8*

in brief newsworthy

IDG World Expo wins Art of the Show awards

IDG World Expo recently earned seven awards from the International Association of Exhibitors and Events' Art (IAEE) of the Show program.

IDG World Expo has consistently been among the winners in this competition over the past few years, but the five wins and two honorable mentions this year are the most the company has collected in a single year.



Winner, Show Photography: Macworld 2011

The program recognizes creativity in the events industry with 15 categories of awards spanning three show sizes.

For the 2011 competition, exhibit organizations submitted exhibition and event promotional materials produced between April 1, 2010, and March 31, 2011.

An independent panel of professionals, selected by IAEE judged the entries and determined the winners in each category.

IDG World Expo received the following honors:

Winner, Most Innovative Use of Technology: Macworld 2011 (Go to http://idg.me/pQIRc9 to see video promo based on a TRON legacy trailer parody.)
Winner, Show Photography: Macworld 2011
Winner, Print Advertising: Anime Expo
Winner, Show Daily: E3
Winner, Sponsorship Development: E3
Honorable Mention, Print Advertising 2011: Macworld 2011
Honorable Mention, Show Promotion Website 2011: E3

For a complete list of winners go to http://idg.me/pZE9Uj.

*Write to IDG World Expo Marketing Manager **Cindy Hart** at chart@idgworldexpo.com.* WU

IDG execs named to annual B2B round up

The current issue of BtoB Media Business features the publication's annual roundup of the top 100 business publishing professionals. Five IDG executives — IDG Chairman **Pat McGovern**, IDG Communications CEO **Bob Carrigan**, IDG World Expo CEO **Mary Dolaher**, IDG Enterprise CEO **Michael Friedenberg** and IDG Global Solutions President **Matthew Yorke** — made the list. Visit www.btobonline.com/section/mediabusiness to read their profiles. WU

Carrigan touts IDG Tech Network at dmexco

IDG Communications CEO **Bob Carrigan** (second from left) was a featured speaker at last month's Dmexco (Digital Marketing Exposition and Conference) in Cologne, Germany, where he delivered brief remarks about the IDG Tech Network and joined a panel that focused on Advertising Marketplaces. Fellow panelists included: Michael Barrett, CEO, AdMeld; Curt Hecht, CEO, Vivaki Nerve Center; Brian O'Kelley, CEO, Appnexus; and Esco Strong, director, Exchange Marketplace Management, Microsoft Advertising. The three-year-old dmexco is the world's leading international expo and conference for digital business and this year featured 440 exhibitors and more than 19,300 visitors. A video of Carrigan's remarks as well as the panel discussion in which he participated is available at http://idg.me/q0grL6.

Mood upbeat at this month's IAB MIXX conference

Contrasting the pessimism that many in the U.S. express in regards to today's economy with the optimism and can-do attitude that pervades the interactive advertising industry, IDG Communications CEO **Bob Carrigan** addressed attendees at this month's IAB MIXX Conference and Expo Marketplace.

Carrigan, who also serves as the chairman of the IAB Board of Directors, told attendees gathered for the Oct. 3-4 event in New York, "There's plenty the U.S. government can learn from the people in this room and the people we represent."

The government, for example, could benefit from adopting what he called "co-opetition," working with competitors for the common good and seeking innovative new solutions rather than the protection of legacy systems.

*IDG Communications CEO **Bob Carrigan** addressed attendees at the recent IAB MIXX Conference. Carrigan serves as chairman of the IAB Board of Directors,*

To watch an excerpt of his talk, go to www.iab.net/events_training/mixx11/day2. WU

one on one the interview

Jyoti Lalchandani
The vice president and regional managing director of IDC Middle East, Africa and Turkey is this week's columnist. Reach him at jlalchandani@idc.com.

IDC Middle East, Africa, and Turkey at-a-glance

Headquarters Dubai, United Arab Emirates

Office locations
- Istanbul, Turkey
- Riyadh, Saudi Arabia
- Johannesburg, South Africa (serving sub-Saharan Africa)
- Lagos, Nigeria (serving West Africa)
- Nairobi, Kenya (serving East Africa)
- Casablanca, Morocco (serving North Africa)

Number of employees Approximately 105 across the region

Web site www.idc-cema.com

Latest accomplishment Establishment of IDC's office in Saudi Arabia (including the launch of IDC's first CIO Summit in the country), and initial success of Insights offering (for both Industry Technology Advantage Program services and consulting engagements) in the region.

Q Can you provide an overview of the region's current IT market and growth potential? Which countries will see the most growth in the next year or two?

A The Middle East and Africa is undoubtedly one of the fastest growing regions worldwide. Our recent forecasts suggest that IT spending will reach nearly US$95 billion in 2015, expanding at a compound annual growth rate of just under 10%. Contrary to trends witnessed in other markets, telecom services spending is still documenting a healthy increase, due mainly to positive trends in Africa, and is expected to total approximately $167 billion by 2015. Saudi Arabia, the United Arab Emirates and Qatar are the fastest growing markets in the Middle East, given the focus on economic diversification, reforms in key sectors (e.g., healthcare, education, utilities) and increased spending on infrastructure rollouts. In Africa, we are witnessing significant demand for ICT products and services in several countries that have a limited installed base, notably Nigeria, Kenya, Morocco, Angola and others in sub-Saharan Africa. The other key markets in the region include South Africa, which is one of the most mature markets in the MEA region. Finally, the Turkish market is also expected to document healthy growth rates over the forecast period, driven by increased consumer spending and technology adoption by small and medium-size enterprises.

Q How have the political uprisings in the region affected IDC's business?

A The political uprising did have a very short-term (negative) impact on our business, as several customers adopted a 'wait-and-watch' attitude in terms of investing in market intelligence and/or Go-to-Market activities. However, this uncertainty ended quite quickly as governments across the region announced and implemented several positive initiatives to avoid further upheaval. On a positive note, the focus for many countries today is to speed up the reform process, and ICT is viewed by many regional governments as a key area of focus moving forward.

Q Why was FY11 the right time frame to open an office in Saudi Arabia? What does the IT community there need most from IDC?

A The opening of IDC's office in Riyadh, Saudi Arabia, in FY11 is appropriate for a variety of reasons. Firstly, IDC has seen a dramatic increase in our business (vendor and user) over the past 12 to18 months from customers in the country. This meant that several of our Dubai-based analysts and sales personnel have been spending a considerable portion of their time in Saudi Arabia. Secondly, as Saudi Arabia represents the largest market in the Arab Middle East, several of IDC's traditional customers in the vendor community have recently set up independent subsidiaries in the country. Key market intelligence and GTM-related decisions are now taken by senior managers based in Saudi Arabia. It was important for IDC to demonstrate commitment to the market by staffing up on local analyst teams on the ground to further develop relationships with key stakeholders. Finally, several positive changes to company ownership regulations in the country encouraged IDC to set up operations in Saudi Arabia in 2011.

The demand for traditional (vendor) market intelligence services in Saudi Arabia is very similar to requirements in other parts of the region. However, we are also witnessing significant demand for consultancy services, primarily for our Insights offerings in the government, banking/financial services and energy sectors.

Q IDC held its first CIO Summit in Saudi Arabia recently. How did it go?

A IDC's first edition of the CIO Summit in Saudi Arabia last month was an astounding success, both in terms of attendee representation (100 delegates from across four cities) and vendor/partner participation (approximately $440,000 in overall revenues). This event was the fourth CIO Summit held by IDC in the MEA region this year, following similar forums in Dubai (for the Middle East), Johannesburg (Africa), and Antalya (Turkey) in early 2011. The success of the Saudi summit was particularly special, given that the final decision to host this event was only made in May/June this year following positive feedback from the vendor and end-user communities. The forum also coincided with the launch of IDC's office in the country and enabled us to aggressively position our Insights offering to the top 100 CIOs in Saudi Arabia. IDC's regional conferences/events team deserves much of the credit for organizing a world-class summit. The events business now forms a critical part of IDC's overall business mix in the region, contributing to over a third of our revenues in FY2011.

Q How much of your company's activities are related to the Insights business?

A Insights represents a major growth opportunity for IDC in the region. Currently, this business unit accounts for approximately 5% of our regional bookings and is expected to represent 12% to15% share in FY2012–13. We have already enjoyed some success, particularly in the government area and, to some extent, in the energy

continued on page 6

PCWorld's new Superguide targets users' need for speed

Superguides are available as PDFs, on CD-ROM and as print-on-demand hard copy.

Speed, indeed. PCWorld's latest superguide "Speed Up Everything" brought in nearly US$3,000 in revenue in its first week out of the gate. Pioneered by sister publication Macworld, the superguide is a profitable book form of repurposing previously published content from the print magazine and website.

Among the topics covered in the consumer guide are upgrading PC components, streamlining operating systems, tweaking network performance and what to look for when selecting a hard drive. There are also chapters on upgrading motherboards and netbooks, eliminating sluggish smartphone performance using routine maintenance and some well-chosen apps and accessories and boosting digital camera performance.

The impetus for the 155-page guide came from PCW's April cover story 'Speed Up Your PC.' "When we were working on the story for print, we thought it would be a rich area to mine," said PCW Managing Editor **Kimberly Brinson**. "We had scads of content related to speed-up tips on our site that we used to put this guide together. And the topic is fairly evergreen, so we hope it will enjoy a long shelf life."

Brinson said PCW Associate Editor **Patrick Miller** shepherded all the related content from the website into a Google spreadsheet, then Art Director **Beth Kamoroff** poured the copy and images into a working layout. PCW Test Lab Manager **Tony Leung** also did extensive testing of the effects of various component upgrades.

The guide took about three months from start to finish "on a very part-time schedule," Brinson said. "We don't have any staff dedicated to producing the superguides, so we work on them as we can in between print-issue closings and pressing news on our site."

"Speed Up Everything" is available in three formats. A downloadable PDF is $12.95, a CD-ROM version is $14.95 and print-on-demand hard copy is $24.95. PCW also sells superguides on Android and Windows 7 at www.pcworld.com/superguide.

PCW editors are currently finishing an update to the Android superguide that will include content related to Android tablets and the tablet-oriented Honeycomb operating system. Brinson said the PCW sales team is hoping to sell sponsorships for upcoming guides (Macworld's iPad Starter Guide is sponsored by Fuze Meeting; see IDG World Update, May 17, 2011). PCW is also looking into creating mobile apps for its Superguides.

For more information contact Kimberly Brinson at kbrinson@pcworld.com. WU

CW HK events appeal to CIOs

CIOs are historically not the target audience of the Computerworld brand, yet Computerworld Hong Kong has had great success in the drawing CIOs to its events.

"Our Computerworld audience is all Hong Kong IT professionals in general, from programmers right up to the CIO," said **Chee-Sing Chan**, group editor for CWHK, Enterprise Innovation, "but over the years as events, such as our CIO Roundtables and conferences, have emerged as a key part of our overall strategy, we have sharpened our focus on certain segments of the audience, namely the CIO and key IT decision-makers. Other segments of our audience we serve with content from our online channels and focused print articles. Certain events, such as our security conference, target the much broader security professional audience. It draws 700 attendees as opposed to our regular conferences, which draw between 150 and 200 attendees."

Macau

continued from page 1

peer network. The Forum focused on key leadership issues such as innovation, driving IT transformation, grooming future IT leaders/talent management plus the future role of IT, with CIO speakers from some of Hong Kong's leading companies. CIO Connect's CEO gave the opening keynote and presented awards to the winning CIOs (see IDG World Update, July 20, 2011, http://idg.me/n9nw1w).

"After experiencing success with the Hong Kong forum, we saw an opportunity to bring a similar event to Macau," Chan said, "this time partnering with the Macau Computer Society, which is by far the largest community of IT professionals in the territory." Chan said that Macau, whose economy is heavily dependent and gambling and tourism, has an underdeveloped IT market. "While many casinos and hotel groups have moved into the territory with highly sophisticated systems, the rest of the Macau market is still maturing, and the demand for IT skills is sky-high while the supply of talent is limited, creating unique challenges for IT leaders in Macau. This is a key reason why we brought the event to Macau."

The Macau CIO Forum took place last month and drew 140 local IT leaders and executives eager to hear from leading CIOs on how to progress and develop as IT leaders as well as drive value and benefit to their businesses. Among the speakers were the president of the Macau Computer Society, CIOs from the largest IT users in Macau as well as technology experts from sponsoring vendors.

Chan gave credit to CWHK Enterprise Editor **Stefan Hammond** for helping organize the Macau event, "personally pulling it together with his connections in the territory." He also gave Publisher **Simon Yeung** special thanks "for his overall vision for the CWHK series of events and his drive to make all our past conferences — 10 in the last 18 months — complete success stories. Our strategy today is to use events as a key extension of the Computerworld brand as we strive to reach and engage our audience of key IT decision makers across a number of channels and formats, including print, web, social media and face-to-face forums.

For more information on the Macau event go to http://cioforum.questexevents.net/2011/mo or contact Chee-Sing Chan at cchan@questexasia.com. WU

Music propels IDG Sweden employee onto center stage

*IDG Sweden's **Hillevi Billinger** (second from left) and her a cappella quartet ReMix have competed internationally many times.*

Hillevi Billinger keeps things running smoothly as IDG Sweden's event project manager, but there's another part of her life where she finds perfect harmony: as the tenor in a highly acclaimed a cappella quartet.

Her group, ReMix, won the Sweet Adelines International (SAI) Nordic championship earlier this year and is headed to the SAI international championship in Houston, Texas, the week of Oct. 17 to compete against some 50 quartets. Being in the elite ranks is nothing new for ReMix. They also won the Nordic event in 2008 and have placed in the top 10 internationally six times since 2002.

They also received the Audience Choice award at the 2009 SAI international competition. "That's the prize we treasure the most — what an honor to be chosen as the most entertaining quartet by other Sweet Adelines at such a prestigious event!" she said.

A talented Sweet Adelines quartet entertains with musicality, blended sound, tender ballads and humorous interplay between the singers. But few people realize the detailed practice that goes into perfecting the traditional American barbershop style. It requires perfect synchronization musically, so that chords "ring," with each singer pronouncing the vowels exactly the same way. All songs at SAI competitions globally are sung in English, and competitors are graded based on a standard set of criteria, regardless of their country of origin.

"Matching vowels can be very difficult; for example a Swede may say the word "love" with a much more open vowel, like a "A" sound, but an American says it with more of an 'O' sound," Billinger explained. "We constantly work at this and sometimes we are completely lost! We are lucky to have an American as a coach who helps us with this. And from what I've heard, American quartets often have the same problems matching vowels as we do!"

Billinger has been singing since she was a young girl. Her mother knew the man who brought the barbershop style to southern Sweden, where she grew up, and took her to a concert. "I thought it sounded like fun, and when I joined a women's chorus, I was hooked from the first rehearsal," she said. She has sung with three different choruses over the years but now only has time for the quartet.

Billinger, baritone Camilla Ljung and lead Marie Flink have been singing together since 1998 and have partnered with several different bass singers. Ever since Marie Henriksson-Jalonen joined in 2007, however, Billinger vowed "we won't change again!" They practice year-round at least weekly, less during the summer. During the year they perform frequently on their own, as guests in other chorus' shows, in competitions and at company events — including the occasional IDG Sweden holiday party.

ReMix is also in demand as a teaching quartet, and choruses throughout the Nordic region and the Netherlands invite them to assist during instructional workshops. "Coaching is so much fun, and it gives us opportunities to work together in new ways," she said.

Write to hillevi.bilinger@idg.se or go to www.remix-quartet.se, and click on ReMix Video. WU

Inter-business unit cooperation yields results

IDG Asia VP **Jennifer Xu** visited Macworld in San Francisco this past January, taking a tour of the event with IDG World Expo VP/Events **Nina Carrara** to identify which components would be suitable for the new Macwold Asia event.

Carrara also arranged an introduction between Xu and representatives of Berklee College of Music in Boston, who have been involved with the U.S. show's Macworld Music Studio. Several Berklee professors traveled to Beijing and participated in conference sessions on the use of Mac technologies for recording, rehearsing, editing and songwriting. They were also featured performers at the show's opening ceremony.

Macworld Asia

continued from page 1

The user training sessions and professional forums in the conference portion included 60 sessions and drew some 5,000 participants. Featured speakers included Isao Moriyasu, COO of Japan-based DeNA, the world's largest mobile phone game platform vendor, and Mike Foley, managing director of the Global Bluetooth Association.

The Macworld Asia Best Products awards were announced during the event. Judges from IDG China and the Macworld Chinese Edition evaluated 130 nominations and selected 27 Apple-related peripheral products, brands and partners in six categories. Macworld Chinese Edition, launched earlier this year, is a quarterly section within IDG's Digital Power magazine.

*PCWorld | Macworld President & CEO **Mike Kisseberth** spoke about Apple's success in the U.S. and Apple's impact in China.*

Write to IDG China Director of Corporate Communications Karen Ren at karen_ren@idg.com.cn. WU

noteworthy people

Promotions

IDG WORLD UPDATE
Lake

PCWorld | Macworld Product Manager **David Lake** has been promoted to director of product management. "David has been a hard worker and a leader by example throughout his career at PCWorld | Macworld," said **Aaron Jones**, PCW|MW CTO, VP Product Development. "He began his career here in the editorial group but eventually shifted to the business side as a project manager, overseeing and organizing significant re-launches of the Downloads and Shopping sections of the site, among myriad other projects. Over the last year David has been operating as a product manager, overseeing the development of our products, downloads and shopping efforts and leading by example to drive our nascent product management organization forward. David's editorial experience informs a deeply held belief that our success is rooted first and foremost in editorial integrity and quality, and his business experience gives him the holistic perspective he needs to maintain and enhance our product relevance in an increasingly competitive media landscape. David has been a tireless champion of (just enough) process and (never enough) accountability." *dlake@pcworld.com*

New employees

Fischer

IDG Germany has hired **Jasmin Fischer** as an intern. She is a recent graduate of Ludwig-Maximilians-University in Munich where she studied English and German literature and communication sciences. She has also worked as a cultural representative at Walt Disney World in Orlando, Fla., and as an intern with the Munich Trade Fair in Toronto, Canada. In her free time she enjoys movies, reading and spending time with her friends and her dog. *jfischer@idgbusiness.de*

John Gallant, Brian Carlson recognized for IDG Enterprise's success with social media

Gallant

The Social Media Society of Boston honored its Top Social Media Stars of Boston on Oct. 2, a group of 15 individuals that included IDG Enterprise SVP/Chief Content Officer **John Gallant** and CIO.com Editor-in-chief **Brian Carlson**. They were recognized together for the work of their entire editorial team, in particular the Social Media Task Force, for their efforts in driving social media usage and traffic growth via social.

Carlson

"IDGE has seen tremendous success in social media over the past few years," Carlson said. "Since October 2009, IDGE Twitter followers have increased from 25,000 to 173,000 in August 2011, a 592% increase. In that same time period, Facebook fans have gone from 2,500 to more than 25,000 today, an increase of 900%. We now see in-bound social traffic to all our sites range from 2% to 25% of total site traffic, making social a significant source of audience and site growth for all our properties. Social is not only a source of audience and eyeballs for us, but services like Twitter are critical communication and reporting tools for editors and writers and are an integral part of our reporting and sourcing process for articles and blogs."

The event was held in conjunction with the DMA 2011 Conference and Expo.

One on one

continued from page 3

and banking/financial services sectors (covering benchmarking and due diligence engagements). Some of our key customers include the governments of Qatar, Saudi Arabia, Kenya and Egypt, Saudi Aramco (the largest oil/gas firm in the world), Tasweeq (the world's largest exporter of liquefied natural gas, based out of Qatar) and KACST (King Abdulaziz City for Science and Technology), to name a few.

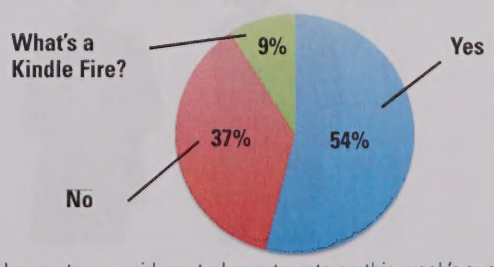
Although we provide the full range of Insights-related products and services, we have made a strategic decision to focus on three major areas in FY2011 and 2012, namely Government, Financial and Energy Insights. To this end, IDC has made investments around a dedicated Insights sales and analyst team, based in Dubai, Johannesburg and Istanbul. Our outlook for Insights products/services is extremely positive, thanks mainly to IDC's strong brand image (and relationships) with the region's top CIOs/heads of IT, our competitive Industry Technology Advantage Program offerings and extensive consulting expertise.

Q Are consulting sales a big part of your business?

A Custom consulting work, both for vendors and end users, comprises nearly 35% of our regional business mix. Given IDC's growing focus/investment, brand equity and expertise in MEA, we are involved in high-level strategy work for numerous governments and tier-1 IT and telecom firms in the region. Some of the most common engagement types include due diligence work relating to market entry/expansion, segmentation, competitive strategy, benchmarking, channel intelligence and so on. While we are proud of several projects, most notably in the government and telecommunications space, our recent and ongoing work for IBM is particularly pleasing. IDC is assisting the firm with a Go-toMarket strategy rollout of its Smarter Computing initiative across eight countries, encompassing a series of white papers drawn from CIO discussions, an interactive iView product, tactical marketing campaigns and a live Webinar (the first of its kind in the Middle East region). WU

Question of the Week results for Oct. 5

Do you think publishers will view Amazon's new Kindle Fire as a serious challenger to Apple's iPad?



Log on to www.idgcentral.com to vote on this week's question:
Which Apple product can you not live without?

anniversaries service offline for fun

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Nancy Mallette *IDG*
Lloyd Cohen *IDC*

23
Frank Gens *IDC*

22
Javier Rodriguez *IDG Spain*

19
Martin Kybal *IDG Czech Republic*
Vera Batorova *IDG Czech Republic*

17
William Manning *IDC*

16
Beth Kamoroff *PCWorld*
Gerda Tausch *IDG Germany*

15
Jitka Vyhlidkova *IDG Czech Republic*
Raymond Boggs *IDC*
[illegible]uel Angel Gomez *IDG Spain*

14
Esther Ng *IDC Hong Kong*

13
Kevin Dunne *IDC*

12
Melissa Perenson *PCWorld*
Nancy Wyatt *IDC*
Sabrina Teteau *IDC France*

11
Matika Angkatavanich *IDG Global Solutions*
Andrzej Gontarz *IDG Poland*
Alexandra Heymowska *IDG Sweden*
Mike Hyjek *IDG Norway*

10
Ai Collins *CXO Media*

9
Steven Kempton *IDC*
Mirza Baig *IT World Canada*

8
Freddy Amprimo *IDC Peru*
Pavel Louda *IDG Czech Republic*
[illegible]est Lefebvre *IDC*

7
Rob Schultz *Macworld*
Lucas Erben *IDG Czech Republic*
Bob Parker *IDC*

6
Holly Fung *IDC Hong Kong*
Ricardo Gomes Faim *IDC Brazil*
Jose Martim Juacida *IDC Brazil*
Chris Fauble *IDG*
Eric Newman *IDC*
Neil Michael *IDG Global Solutions*
Nick Sundby *IDC U.K.*

5
Chris Manners *PCWorld | Macworld*
Handoko Andi *IDC Singapore*
Ebenezer Obeng-Nyarkoh *IDC*
Michael Palma *IDC*
Guillaume Spriet *IDC France*
Kazuyuki Katayama *IDC Japan*

4
Mike Kisseberth *PCWorld | Macworld*
Angelica Beare *IDC Philippines*
Signe Lidén *IDG Sweden*
Miriam Olsson *IDG Sweden*
Kaoru Fukada *IDC Japan*

3
Shane O'Neill *CXO Media*
Joe Altria *IDG Global Solutions*
Renata Guimarães *Now!Digital Business (Brazil)*

2
Rodrigo Bertuzzi Seriacopi *IDC Brazil*
Grzegorz Wojcicki *IDG Poland*
Steve Marshall *IDG U.K.*

1
David Daw PCWorld
Joan Mao *IDC China*
Ishita Upadhyay *IDC Center for Consulting and Research (India)*
Carlos Eduardo Barbosa Calegari *IDC Brazil*
Piyush Ailawadi *IDG Enterprise*
Michael Sandor *IDG TechNetwork*
John Sundström *IDG Sweden*
Shane Brown *IDG Norway*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

New cartoon caption contest begins

Need a quick work break? Log onto www.idgcentral.com and click on this cartoon on the home page. Add your caption to the comments section on the cartoon page by Oct. 26, and you could win an IDG t-shirt in a random drawing of all submissions.

Good luck and have fun!

New IDG presentation templates with 2012 IDG Media Kit motifs are on IDG Central

The image at right has been added to the collection of PowerPoint presentation templates that have images drawn from the 2012 IDG Media Kit. Five new templates are now available on www.idgcentral.com.

To download them, go to the IDG Central home page and click on Resources, then Corporate Communications and IDG Presentation Templates.

26 years, 3 CEOs at IDG Sweden

MARTIN FALTSTRÖM

*In late September IDG Sweden bid farewell to 24-year veteran **Lars Dáhmen** (left), who made a lateral move to become CEO of one of Sweden's leading daily newspapers. Current CEO **Christer Björkin** (center) and original CEO Bengt Marnfeldt (1985-2006) joined him for a Q&A session with employees.*

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Enterprise Production Manager ***Heidi Broadley*** *recently traveled to Hawaii.*

Joined IDG
March 11, 1991

Career path
I started my career at IDG as the receptionist for Digital News, an IDG tabloid based in downtown Boston. In August 1992 I moved to Computerworld as a sales associate for the Custom Publishing Group. Over the 11 years I was with Computerworld I got involved in design and production including designing custom projects and managing the production of Bio-ITWorld, which targeted the bio-tech industry.

In July of 2003 I moved over to CXO Media as Production Manager. Currently, I am the Production Manager for CSO magazine and also do some design work for the Custom Solutions Group at IDG Enterprise.

A beautiful overlook on the road up to Tunnels Beach in the town of Hanalei on Kauai.

Why I chose this trip
I chose Hawaii because I wanted to go some place tropical that had more to offer than just the beach.

This was just one of many amazing views on the Road to Hana on Maui. A very long drive, but well worth it (for adults…not so much the kids).

This photo was taken at the Old Lahaina Luau in Maui. What a great show; very authentic. And the food was great too.

My travel partners
My husband Steve and my two children, Lucas, 13; and Laina, 11.

Trip highlights
Hawaii is paradise… truly an amazing place. The weather is perfect every day, the atmosphere is relaxed and the people are so friendly and helpful. We left there completely understanding why some people visit Hawaii and never leave. We visited Oahu, Kauai and Maui. In Oahu we vistied Waikiki Beach, Pearl Harbor and the USS Missouri; we snorkeled in Hanauma Bay; and had the luxury of getting a personal tour around the northern part of the island by a native Hawaiian.

This waterfall in Kauai can be seen in the intro to the 1980s TV show Fantasy Island (one of my favorite shows as a kid…a very young kid).

In Kauai (which was by far my favorite island; the most beautiful place I've ever been), we explored Waimea Canyon (the Grand Canyon of the Pacific), went tubing through an old sugar cane planation and took a fantastic horseback riding tour to a waterfall in the rainforest. In Maui we went to a great luau, took surf lessons, went jet skiing and explored the road to Hana.

and finally…

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Hillevi Billinger *IDG Sweden*
Kimberly Brinson *PCWorld*
Chee-Sing Chan *Computerworld Hong Kong*
Cindy Hart *IDG World Expo*
Jyoti Lalchandani *IDC Middle East, Africa and Turkey*
Karen Ren *IDG China*
Howard Sholkin *IDG Strategic Marketing Services*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

17 OCTOBER 2011
VOLUME 41, NUMBER 38

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDGE creates single-sponsor CIOResource App

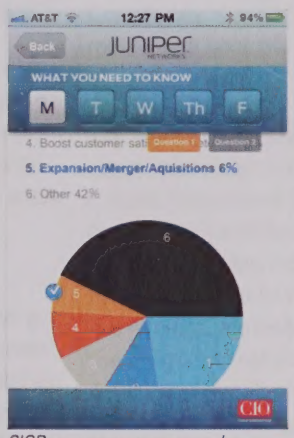
IDG Enterprise has introduced a custom mobile app for Juniper Networks, the first mobile app that IDGE's Custom Solutions Group (CSG) has managed for a client.

The mobile app, CIOResource, is the newest element of a multi-million dollar program for Juniper that began in January and includes events, webcasts, online and print branding ads for Juniper and custom-produced content.

CIOResource, developed by a Boston-based third-party, is available for iPhone, iPod Touch and Android smartphones. It is also available for the BlackBerry Playbook, a tablet that can run Android apps.

The app consists of three sections:

What You Need To Know. This includes content developed by IDG Enterprise based on a large, 60-question research-based study conducted earlier this year. Each day of the week there is a new category of content. On Monday there's a benchmarking tool based on the research study. Users can respond to two questions, see how their peers have responded, and read a 250-word related article. On Tuesdays (CIO Tips and Tricks), Wednesdays (blog content) and Thursdays (Hot Issues), content is created and curated by a team of editorial freelancers under the direction of IDGE VP/Custom Content Strategies **Bill Laberis**, who is the project's editorial director. On Friday the week's content is delivered as an archive.



CIOResource users can see how their opinions correspond to their peers' in a weekly poll and read a short article on the topic.

Network Innovators. Juniper provides its own content through customer stories, including videos and white papers, to show readers what their peers are up to. IDG Enterprise provided Juniper with

continued on page 4

And the winners are...

See page 7 for a preview of the winners of the 2012 IDG Employee Photo Calendar Contest.

PC-WELT Plus monthly supplements focus on consumer tech

In a move to address the growing overlap between the traditional ICT market and the consumer technology market, IDG Germany's PC-WELT is publishing a series of monthly PC-WELT Plus supplements designed to give readers a fuller understanding of technology trends and attract an increasingly diverse group of advertisers. Its October issue, which launched at last month's IFA in Berlin — the world's largest consumer electronics show — focused on the topic of 3D technology.

"We see 3D as gaining great importance in consumer electronics," said **Michael Beilfuss**, publishing director for IDG Business Media, which publishes PC-WELT. "It was definitely one of the key drivers for both industry and buyers at IFA this year."

Most of the photos in the regular issue as well as the PC-WELT Plus supplement were printed in 3D and could be viewed using the 3D glasses that accompanied each issue as a cover mount. And while the company's regular printer could have handled the 3D images, PC-WELT decided to partner with 3D-Foto Shop (www.3d-foto-shop.de/) for this project, according to **Paco Panconcelli**, VP, Sales, IDG Business Media.

The 32-page supplement included articles that focused on:

- Converting 2D pictures into 3D
- 3D video software
- Technical background of 3D picture production
- Using Windows 8 features vi XP and Windows 7

continued on page 2

Inside this issue

IDG Enterprise's Michael Friedenberg: "Evolve to Where Your Customers Are" *page 2*

One on one: IDC Brazil Country Manager Mauro Peres *page 3*

New online pages connect readers with GamePro staff *page 4*

IDC's Donald Jin has a passion for mission work *page 5*

Celebrating 20: IDG Australia's Colleen Beattie tours Europe *page 8*

Evolve to Where Your Customers Are

IDG Enterprise President & CEO ***Michael Friedenberg*** *is a regular contributor to min online, which targets media executives. This column appeared recently and is reprinted here for IDG colleagues. Contact Friedenberg at mfriedenberg@idgenterprise.com or go to www.idgcentral.com and share your thoughts about this article in the comments section.*

Media audiences continue to embrace new technologies and social media and react positively to sophisticated and targeted content. This provides media producers and marketers the opportunity to engage their target audience using the technologies that they are spending time with. The largest growth areas are mobile, social media, video and interactive ads.

Mobile

Everywhere you look there is evidence that mobile is growing. Tablets and smartphones are flying off shelves; in fact a recent AdMob study says that 28% of respondents use their tablet as their primary device. This evolution challenges how websites and other tools are developed so that content is accessible on mobile devices from both a design and speed perspective. Marketers and media companies need to produce innovative new programs that are mobile based, from social media to video to interactive ads. To ingrain mobile capability into product development, especially for IT audiences who are traditionally early adopters, has to be a priority. It has been a top initiative for our sites, beginning with who we partner with to the design of specific pages which carry more mobile friendly content such as blogs.

Everywhere you look there is evidence that mobile is growing. Tablets and smart phones are flying off shelves; in fact a recent AdMob study says that 28% of respondents use their tablet as their primary device.

Social Media

Social media use in the BtoB world is on the rise; Quantcast reports that LinkedIn has 21.4 million monthly unique visitors in the U.S. This and other social media tools provide access to target audiences, however some people need to be reminded that social media is not "free promotion." Effective campaigns take significant effort and time to build a strong social media imprint. This is not an easy task as there are many disciplines involved in creating these initiatives, and many organizations have bandwidth issues making true depth and breadth of communications a challenge. This is where media companies can help drive social community initiatives with content and audience expertise built into their programs. We recently launched Community Works to help marketers establish a strong community and generate conversations across the social web.

Video

The video craze is sweeping the BtoB realm, specifically for senior executives. A recent Forbes Insights study on Video in the C-Suite (http://www.forbes.com/forbesinsights/video_in_the_csuite/index.html) finds that more than 80% of senior executives are watching more video than they were a year ago and the majority watch work-related videos. Short video clips, under five minutes, are resonating best with executives. Comprehensive programs that combine video with other topic-related, drill down resources, like the IDG Enterprise Knowledge Vault, allow marketers to package their existing assets in combination with several 3- to 5-minute concise videos — viewed on either a mobile device or PC — providing a one-stop resource center.

Interactive Ads

IDG Enterprise brands refer to this family of interactive ad type as Smart Ads. These new ad units integrate branding, lead gen, mobile, social and video to drive optimal engagement and visibility. The benefit for marketers is that they are able to engage their target audience, whether they use a tablet or PC, and provide more brand and product information. Technical advances in the design and deployment of these ads allows specific resources such as white papers or even videos, to be accessed through the unit and lift previous restrictions so that a single ad can truly become a resource center.

Adding mobile, social media, video or interactive ads to marketing campaigns demonstrate leadership in using technology in creative ways and drives interest and engagement with prospects and customers. WU

3D

continued from page 1

A companion CD/DVD, which was also included at no charge, contained many more 3D images, video and software such as a full version of Make Me 3D, MAgix Xtreme Foto & Graphic Designer 5, Avisynth 2D-3D conversion pack and Blender 2.58 for retouching 3D pictures.

Well-known companies including BMW, Lego, Intel, Hewlett-Packard, United Domains, 1&1, Nivea for Men, Strato, Cherry and Toshiba were among the supplement's advertising clients.

Future PC-WELT Plus supplements will focus on TV via satellite, IPTV and digital cable TV; TV Tests; and Christmas gifts (MP3 players, gadgets, cameras and so on), Panconcelli said.

PC-WELT Plus sells for 6.50 Euros (US$8.90) on the newsstand. Circulation is 380,000 copies a month, and supplements typically boost sales and boost awareness in the media.

Contact ppanconelli@igdgmagazine.de. WU

one on one the interview

Mauro Peres
The country manager of IDC Brazil is this week's columnist. Reach him at mperes@idc.com.

The device market in Brazil is booming as it is in other developing countries. Brazilians love technology, so if they can afford it, they usually buy the latest versions of tech gadgets.

Q What is the current state of Brazil's IT market and growth potential? In what areas do you expect to see the most growth?

A Brazil is today the eighth largest IT market and fourth largest telecom market in the world. In 2011, Brazil became the third largest PC market in the world in units. Brazil has become a market that all vendors are looking at very closely, since it is a large market and growing twice as fast as the worldwide average. There is a saying that Brazil now is the beautiful lady at the party who everybody wants to dance with. It is interesting to note that almost all CEOs of IT multinationals have visited Brazil in 2011.

Several areas are growing fast in Brazil. The consumer market is very heated, with the surge of a big lower middle class, what we classify as Class C. These are people who had a great improvement in their income in the past eight years and now can afford a PC or mobile phone. Smartphones are also growing a lot in Brazil, as prices are decreasing and phones are becoming more affordable. Brazil still has a large base of pre-paid phones, so there is a big opportunity for upgrades. The IT services market is growing rapidly as well. The datacenter market is booming, and hundreds of new datacenters have been built every year for the past three years. The outsourcing market overall will be growing double digits in the next five years.

Q How does the Brazilian IT market compare to those of other Latin American countries?

A Brazil accounts for almost half of the LA IT market, although its IT market is growing slightly slower than the Latin American average, since it is more mature. Brazil today is the "must be" market in Latin America, and it is very common to find the LA regional offices located in São Paulo, the largest city in South America. Brazil will host the soccer World Cup in 2014 and the Olympic Games in 2016, so a lot of investments have been made by multinationals in the country.

Q What do clients in Brazil need most from IDC these days?

A IDC Brazil's bookings are 35% for consulting, 36% for research and 29% for events. Our customers are now demanding more customer intelligence, rather than market intelligence services. (Market intelligence is broader information, such as IT priorities for a whole vertical segment. Customer intelligence is information about a specific account's IT budgets, concerns, etc.) We are also seeing increased demand for lead generation projects.

Q How important are conferences to your scope of work?

A Our conferences grew a lot in 2011 and now account for 29% of our business. This year we had the 10th edition of our Infrastructure Vision Conference. It was a two-day event, with more than 20 sponsors. We also produced a two-day training event at a resort location for 30 CIOs of large corporations. It was a very successful model, with both sponsors and CIOs very pleased at the end of the training. For this event we partnered with a São Paulo-based company named BMI that specializes in business training. The 30 CIOs participated in a business game called "Leading Strategy into Action." Six groups, each composed of five CIOs and one vendor senior executive, compete in an exclusive business simulation platform. The participants assumed the role of general manager of InfoMaster, an IT company competing in a global market. The training develops skills that CIOs increasingly find they must have, such as organizational leadership, strategic communication, conflict resolution, high-performance team management, integrated business vision, change management and aligning strategic decisions with tactical actions. We plan to do four editions of this type of event in 2012.

Q Where does IDC Brazil rank in terms of revenue generated among IDC offices in Latin America?

A IDC Brazil is under our LA P&L. The largest operation is the Miami office, which sells the Latin America Tracker products, which provide data on the market size, vendor share and forecasts for a variety of technology markets in the region. IDC Brazil is the second-largest operation, followed by IDC Mexico.

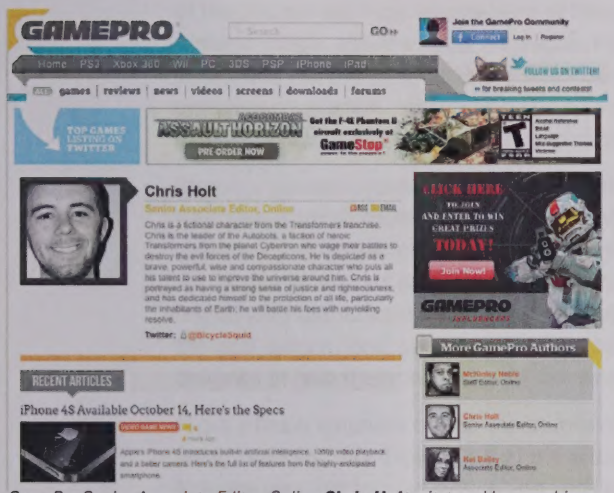
Q How would you describe the mobile device market in Brazil?

A The device market in Brazil is booming as it is in other developing countries. Brazilians love technology, so if they can afford it, they usually buy the latest versions of tech gadgets. However, Brazil has one of the highest tax rates in the world; for broadband, for example, taxes can reach 42% (i.e., tax on a $100 home broadband bill could be $42). This makes our mobile devices very expensive. An iPad in Brazil costs more than twice the price of an iPad bought in the U.S. This inhibits the adoption of the top models. The high-income population consumes a lot technology, and usually everybody has tablets, iPhones, notebooks and other devices. The lower-income population, on the other hand, usually cannot afford smartphones and tablets, so they have

continued on page 4

New online pages connect readers with GamePro staff

New staff pages at Gamepro.com and a weekly What We're Playing feature are providing new ways for the site's readers to get to know GamePro's editors better while strengthening their ties to the brand.



*GamePro Senior Associate Editor, Online **Chris Holt**, pitctured here on his staff page, organizes the What We're Playing column to give readers insight into what his colleagues think about the games they have been playing in their spare time.*

Launched in August, the editors' staff pages feature a headshot photo, a brief biography (humorous or straightforward, and written by each editor), their Twitter handle and a list of each editor's recent articles on the site.

"Not only does this let us show off the full range of articles and submissions that our staff contribute on a daily basis, it's also a way for our readers to more easily look up pieces by their favorite authors and to get to know them even better," said **Justin Haywald**, GamePro executive editor. "They're like the magazine's staff pages, but on the Web."

Haywald said that "some of our more popular, personality-driven editors — especially [Associate Editors, Online] **Kat Bailey** and **Will Herring**" — have received good feedback from the community regarding collecting all of their articles in one place.

The What We're Playing column offers four to 10 mini-reviews or opinion pieces about games the editors have been playing in their free time. Senior Associate Editor, Online **Chris Holt**, who organizes the column, puts out a call for submissions, "and everyone who had time for gaming that week turns in a short blurb and art the day before the column goes live," Haywald said. "When editors are missing from the column, they've either been spending more time on games that are still under embargo or been out of town and unable to play anything of note."

Haywald said GamePro does not track page views of the editor's pages and that the What We're Playing column "doesn't tend to do amazing traffic" at about 1,000 page views per week. "But the feedback we get from the community, and especially developers, makes it worth it. They've emailed to say that they really enjoy getting a look at what we're spending our personal gaming time playing."

Write to jhaywald@gamepro.com. WU

CIOResource

continued from page 1

CIOResource is a mix of fresh IDG-supplied editorial content and sponsor-provided customer videos, white papers and news items.

the app's editorial calendar, and topics for this section align with What You Need to Know.

Juniper Direct. Juniper also provides information about new products, company news, press releases, the latest ad campaigns, etc.

Users can forward articles to colleagues and easily share them via links to Facebook, Twitter and LinkedIn.

According to CSG Senior Director/Program Development **Karen Wilde**, Juniper owns the app as well as the content IDGE is creating within it. As long as IDGE provides content, the app will be co-branded with the CIO name.

The iPhone version came out as a soft launch July 15; the Android version Aug. 22. Shortly thereafter IDGE began promoting the app via email newsletters. To date, there have been a total of more than 1,000 downloads of the free app via Apple's iTunes and in the Appstore for Android.

The entire program for Juniper, including the mobile app, runs through January 2012. Negotiations are under way to determine a possible extension.

Write to kwilde@idgenterprise.com. WU

One on one

continued from page 3

their first IT experience with desktop computers. The Brazilian government wants to increase digital access to more of the population, especially by increasing broadband penetration into homes.

Q Do you ever team up with IDC Portugal to take advantage of cultural or language similarities?

A IDC Brazil does not have any formal alliance with IDC Portugal. However, we might host a customized event in 2012 for a Portugal association of IT companies. This project has been negotiated between IDC Brazil and IDC Portugal. In addition, last year, IDC Brazil hosted two interns from Portugal for six months. This is a program that the Portuguese government sponsors to give graduate students international experience. The experience for IDC was very good, and we kept in contact with one of the interns, **Suzana Santos**, who became a full-time analyst at IDC U.K. WU

IDC's Donald Jin has a passion for mission work

Veteran consulting director has organized, led several trips to South America

As a long-time member of the Korean Church of Boston, IDC Worldwide Consulting Director **Donald Jin** has organized and led several mission trips on behalf of his congregation to some of the poorest and most remote parts of Peru, including the Amazon jungle, and Managua, Nicaragua. Participants have included doctors, nurses, dentists and Christian educators who provide basic medical, construction and educational services in support of local missionaries and their ministries, Jin explained.

Each trip spanned approximately nine days, but preparations took upward of six months. Jin organized and ran training sessions for all the participants, which featured guest speakers, language teachers and other subject matter experts, who helped participants learn basic Spanish as well as more about the local culture, food, people and various do's and don'ts designed to help them connect with the people they served.

"I put a heavy emphasis on the importance of the training sessions," said Jin. "My thinking is that the actual mission starts from the very first training session and ends only after we've returned from the trip and everyone has fully shared their experiences through reports and presentations. I'm a tough leader!" he added.

People of Pachacutec, Peru lined up to receive medical care from the mission team doctors.

Several criteria were used to determine where the groups would go. Among those considerations were:

- Neediness of the local population.
- A place with a different language and culture ("We found this to be an important element both for the missionaries and those we assisted," Jin said.).
- Easily reachable within a day's trip.
- Access to a local contact (in-country missionary, local minister, affiliated church organization, etc.).

Participants paid their own airfares Jin said, and other expenses were funded through the church and "lots and lots of bake sales, golf tournaments and other fund raisers."

Once in country, word of the group's presence would spread quickly, Jin said. "Before our bus would arrive at our mission site, hundreds of people would be lined up awaiting our doctors and dentists. Even after 12 hours of treating patients, it would often seem we'd only made a marginal difference on the line."

For most villagers, Jin said, his group's visit was their one and only opportunity to receive medical care. "Without a doubt, the most difficult and painful part of a mission trip was shutting down the camp while there were still so many people waiting in line. I had to look them in the eye and tell them there was no more daylight, and the doctors could not see any more patients."

Donald Jin *(blue shirt) and fellow volunteer Dr. David Kang, with a few of the children from the village of Ventanilla, Peru.*

Jin said he remembered in particular one elderly lady with a child wrapped in a blanket on her back who asked whether we would return the next day. "No, this is our last day here," I told her. Would we be coming back next year, she asked. "I had no way to know and could only respond, 'no se,'" Jin said.

Jin is now with a new congregation, and while he has yet to participate in any of their mission trips, time and budget willing, he said he is considering doing so in the future. "I have a deep passion for these short-term mission trips, and I believe they are a potent and effective way to take up the commandment to love our neighbors as ourselves."

Contact Donald Jin at djin@idc.com. WU

Ventanilla is a shanty town located on a hillside in the middle of a desert about 20 miles from Lima. The town still lacks indoor plumbing and sanitation with only sporadic electrical service for those who can afford it. This wasteland has become the last destination for the homeless and the migrants from the Amazon jungle. With no other solution to the rising shortage of housing in the big cities, authorities have not cracked down on these illegal settlements so far, Jin noted.

noteworthy people

New employees

Pagano

Courtney Pagano joins **PC Advisor** in the U.K. as an account manager; she was previously a senior advertising account manager with News Limited in Queensland, Australia. A graduate of Australia's James Cook University, she holds a B.A. in business, marketing and arts in communication. "A massive movie buff," she also enjoys shopping and seeing the sights of London. *courtney_pagano@idg.co.uk*

Computerworld has hired **Rachel Grossberg** as an account coordinator. Previously a business systems/sales project coordinator with the Tufts Health Plan, she holds a B.A. in studio art from the University of Vermont. In her free time she enjoys photography, travel, skiing and trying new restaurants. *rachel_grossberg@computerworld.com*

Previously a freelance sports journalist, **Edward Qualtrough** is now a content manager for **IDG U.K.**'s Computerworld and Techworld. He studied early modern English social history at the University of Sheffield and also holds a postgraduate degree in newspaper journalism. He enjoys cycling, racquet sports and runs a monthly classic funk, old-school hip-hop and Africabeat night in Sheffield. "Last year I spent a day with former heavyweight boxing world champion and multiple felon Mike Tyson for an exclusive newspaper article, something I'm pretty proud of." *edward_qualtrough@idg.co.uk*

Zechmeister

IDG Entertainment in Germany has hired **Eva Zechmeister**, previously a freelancer for IDG, as a designer. She enjoys spending time with her dog Zoe and planning "Asian journeys." *ezechmeister@idg.de*

Biel

Also new at **IDG Entertainment** is Junior Web Developer **Marcus Biel**. He previously worked as a student trainee with Communardo Software GmbH. He received a diploma from Dresden's University of Applied Sciences and enjoys volleyball, guitar and snowboarding. *mbiel@idg.de*

Narcisse

IDG WORLD UPDATE

PCWorld Central Services has hired **Jamal Narcisse** as an office services coordinator. He studied film production at City College of San Francisco and enjoys comic books and martial arts. *jnarcisse@pcworld.com*

Vierthaler

Online Editorial Trainee **Kerstin Vierthaler** comes to **IDG Germany** from Agency Grunwald. She earned a B.S. in engineering with an emphasis in cartography from the University of Munich and enjoys music, photography and travel. *kvierthaler@idgbusiness.de*

Pecka

Blair Pecka joins **IDG TechNetwork**'s Tech Media Lab as manager, Strategic Programs. She will be partnering with sales to develop custom solutions, facilitating the RFP process and managing the program from implementation to delivery. She was previously a digital account executive with Theorem Creations. She holds a B.A. in broadcasting and mass communications from the State University of New York/Oswego. A certified scuba diver, she also enjoys international travel and baking. *blair_pecka@idgtechnet.com*

Please send information for this column to world_update@idg.com.

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Terri Schafer *IDC*

21
Duane Hampson *PCW|MW|GP*

20
Steven Pelosi *IDG Corporate Services Group*

19
Joseph Loiselle *IDC*

16
Yasuhiro Watanabe *IDG Interactive*

14
Amy Lind *IDC*
Masaaki Moriyama *IDC Japan*

11
Ekapat Chareonlarp *IDG TechNetwork*
Darran Blatch *IDC U.K.*
Jenny Elmqvist *IDG Sweden*

10
Phil Sargeant *IDC U.K.*
Erik Klefbom *IDG Sweden*

9
Ilona Michalska *IDG Poland*
Erik Hofslagare *IDG Sweden*

8
Patrick Kenney *IDG Int'l Publishing Services*
Melissa Webster *IDC*

7
Matthew Goebel *IDG Enterprise*
Jerome Weltsch *IDC*
Kevin Robock *IDC*
Hideki Ito *IDG Japan*
Magnus Aschan *IDG Sweden*

6
Tracy Lv *IDC China*
Wendy Wang *IDC China*
Karen Zhang *IDC China*
Vanessa Garcia *IDC Brazil*
Monique Caron *IDG Enterprise*
Hendrik Weins *IDG Germany*
Andreaz Engström *IDG Sweden*

5
Adam Stachnik *IDG Poland*
Deborah Rosenthal *IDC*
Juliet Truscott *IDG Global Solutions*
Mads Elkær *IDG Denmark*
Andrew Siozon *IDG Sweden*
Shunsuke Miyoshi *IDC Japan*
Michael Simons *IDG U.K.*

4
Christopher Bresnahan *IDG Enterprise*
Nick Barber *IDG News Service*
Chris Kanaracus *IDG News Service*
Nina Carrara *IDG World Expo*
Kyra Jones *IDC U.K.*

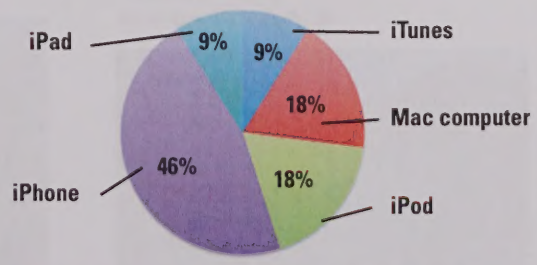
3
Thomas Friedl *IDG Germany*

2
Sky Collins *PCW|MW|GP*
Liam Gunson *IDC New Zealand*
Matthew Anderson *IDG TechNetwork*
Jon Kabrud *IDC*
Letitia Austin *IDG U.K.*

1
Bhramara Thaliapragada *PCW|MW|GP*
Thom Arkestal *IDC Hong Kong*
Wendy Li *IDC Singapore*
Alicia Tan *IDC Singapore*
Danilo Guedes Araugo *IDC Brazil*
Gregory Fallon *CXO Media*
Michael Versace *IDC*
Kuldip Khella *IDG U.K.*

Question of the Week results for Oct. 10

Which Apple product can you not live without?

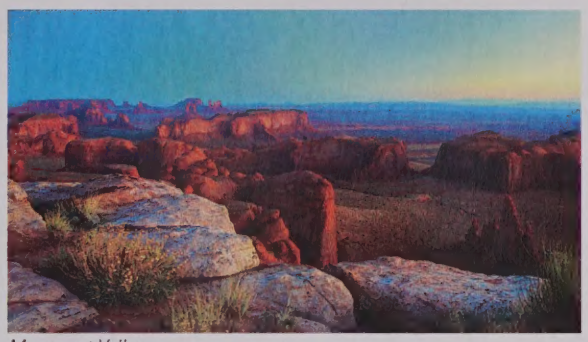


Log on to www.idgcentral.com to vote on this week's question:
How do you use texting at work?

Congratulations to the 2012 IDG Photo Calendar winners!

The winners of the 2012 IDG Photo Calendar Contest have much to be proud of. Their photos were selected among the top 40 out of some 250 submissions after a vetting process by a group of staff members at IDG's corporate headquarters in Boston. They then captured the top dozen spots after hundreds of employees around the world voted online via IDG Central. The top three winners receive $300, $200 and $150, respectively. The calendar will be sent to business units around the globe in December. Thanks to all who participated!

Storm
***Oscar Garcia Peinado**, IDG Spain: First Place*



Monument Valley
***Thomas Heim**, IDC: Second Place*

Boats on Thames
***Dominik Tomaszewski**, PC Advisor: Third Place*

Autumn
***Quang-Tue Nguyen**, IDC Canada*

You Are Not Alone
***Sharon Cheng**, IDC Malaysia*

Earth's Mirror
***Tihomir Ivanov**, Computerworld Bulgaria*

Spring Symphony at the Opera House
***Rishi Ghai**, IDC Australia*

Amsterdam at Night
***Sharon Machlis**, Computerworld*

Reflection of Serenity
***Victor Lim**, IDC Asia/Pacific*

God's Country
***Kristen Silvi**, IDC Communications*

Escape
***Sharon Tan**, IDC Asia/Pacific*

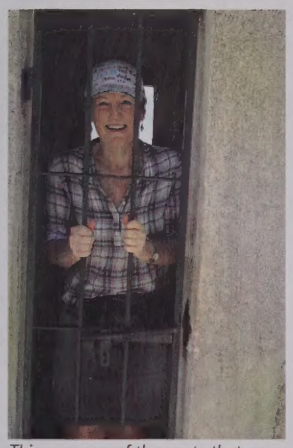
Mt. Pinatubo, Turquoise Crater
***Jubert Alberto**, IDC Philippines*

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Australia Credit Controller ***Colleen Beattie*** *traveled to Europe earlier this year.*

Joined IDG Australia
Oct. 9, 1990

Career path
I started with IDG as the Credit Controller/ Assistant Accountant under Barbara Howell. Today, 21 years later, I still wear the hat of Credit Controller — a job that's been a major challenge with all the highs and lows of the industry over that period of time. When I change hats, I become the lovely Payroll Mistress — that always wins you friends around the 20th of the month. Although my job may seem monotonous, no two days have ever been remotely alike, and that has been the key to my longevity.



This was one of the spots that housed cannons to protect Dubrovnik. Obviously made for small people, as I am only 5' 1", it gives an insight into the average soldier's height in days gone by.

The Madonna Del Ghisallo Church in Magreglio, on Lake Como, serves as a shrine to cycling. The church dates back to the Middle Ages.

Why I chose this trip
The whole idea of where to go in Europe started with a song, "Ring Them Bells" by Liza Minnelli. I had always wanted to visit Dubrovnik where Shirley Devore, the character in the song, travels halfway around the world to meet the fellow next door.

This is a view from inside the ancient city walls of Dubrovnik looking back outside the walls of the old town.

Trip highlights
My partner Graeme and I decided to make Croatia our main port of call. We travelled from Paris in a leased car to Prague and Vienna and on to Zagreb, Split and Dubrovnik. We then caught a car ferry to Italy and travelled to Lucca, Lake Como, Lucerne, Epernay and finally back to France at Normandy. A lot of driving, but what an amazing time we had.

The hospitality of everyone was incredible. We managed to get lost during our car trips a few times, but thanks to the amazing generosity of the locals on three occasions we had a personal escort to our destination. Now you can't complain about that!

Prague; what can I say? A picture paints a thousand words. The ambience of the city is breathtaking, with far too much calm for any one city to be allowed to have. The medieval town has all the beauty of yesteryears captured for all to see.

I loved Dubrovnik, a Croatian city on the coast of the Adriatic Sea. We stayed at a resort about 15 minutes from the old town. Our first preview of this amazing town was at night when the place lit up like a Christmas tree. It takes your breath away. The beaches were beautiful and the swimming fantastic. We had a lovely blend of old and new. In the words of George Bernard Shaw: "If you want to see heaven on earth, come to Dubrovnik." WU

This serene scene is the view from the Charles Bridge in Prague.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Colleen Beattie *IDG Australia*
Michael Friedenberg *IDG Enterprise*
Justin Haywald *GamePro*
Donald Jin *IDC*
Paco Panconcelli *IDG Germany*
Mauro Peres *IDC Brazil*
Karen Wilde *IDG Enterprise*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

24 OCTOBER 2011
VOLUME 41, NUMBER 39

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG, IT market growth key focus of GPL meeting

This year's Global Product Line Meeting (GPLM) theme, "Grow with IDG," was evident in multiple ways. IDG Communications CEO **Bob Carrigan** outlined the importance of IDG's, the market's and employees' personal growth; participation at the event was at a record level, and employees spent some of their free moments building towering Lego structures in the lobby area.

IDG WORLD UPDATE

*IDG Training & Development Director **Laurie Butson** and IDG Communications CEO **Bob Carrigan** wrapped up the previous day's proceedings and looked ahead at the new day's agenda at the beginning of the second and third day of the Global Product Line Meeting.*

The annual meeting is designed to update IDG colleagues on new business ventures and opportunities, strengthen inter-business-unit relationships, share best practices and prepare for the new fiscal year. This month's two-and-a-half day event in Copenhagen, Denmark, drew a record 285 attendees from 27 countries. Eighty-five in-house speakers and panelists discussed a variety of topics over the course of 32 plenary and breakout sessions, up from the previous GPLM's 23.

IDG Chairman **Pat McGovern** noted in his welcome speech that IT spending is expected to increase 7% to 8% in the next fiscal year. "There are many media categories, but I like being in one that has such transcendent impact in the world," McGovern said. He pegged IT's growth largely to "MoSoLo" or Mobility;

continued on page 4

IDG Enterprise sales staffs re-energize at annual meeting

Training, best practices, networking and honoring sales stars on the agenda

Each year IDG Enterprise gathers its U.S. sales and sales support staff for two days of training, best practices sharing and networking. This year's National Sales Meeting took place earlier this month in Sonoma County, Calif., drawing nearly 120 attendees.

"There are several purposes for our annual National Sales Meeting," said **Bob Melk**, IDG Enterprise SVP, group publisher and CMO. "Throughout the year IDG Enterprise, as well as its individual brands, launches many new programs, and this meeting provides an opportunity to dig deep and explore those new initiatives." The meeting also incorporated training, peer networking and relationship building as well as dedicated time with individual brands, sharing best practices and comprehensive looks into each product area.

IDG Enterprise President and CEO **Michael Friedenberg** spoke on the recent innovations by IDGE and IDG how both are leading the marketplace, as well as future initiatives. There was also a presentation on

***Kathy Georgiyevskaya**, integrated account coordinator, Network World; and **Enku Gubaie**, regional account manager, IDG Enterprise; received President's Awards from **Michael Friedenberg**, president & CEO, IDG Enterprise.*

continued on page 5

Inside this issue

David Hill elected chairman of FIPP page 2

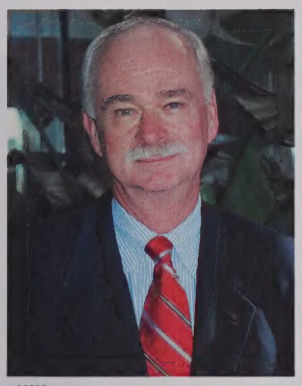
IDG India staff honored for exceptional contributions at company's annual meeting in Bangalore page 2

One on one: IDG Communications CEO Bob Carrigan page 3

IDC Canada recognized for immigrant internship program page 6

in brief newsworthy

David Hill elected chairman of FIPP



Hill

David Hill, president & CEO of IDG International Publishing Services, has been elected chairman of FIPP, the worldwide magazine media association. The election took place at the 38th FIPP World Magazine Congress in New Delhi, India, on Oct. 12. Hill is a long-standing member of the FIPP Management Board, originally appointed in April 2002 and elected vice chairman in 2009.

"I'm a believer in the power of sharing ideas worldwide — a concept at the core of FIPP's current mission," Hill said. "As what I believe is the first FIPP chairman from what is primarily a B2B publisher, I hope to foster a spirit of collaboration and knowledge-sharing across countries and between companies in the B2B and consumer industries," Hill said.

"I am delighted that David is to be the new chairman of FIPP," said Chris Llewellyn, FIPP president and CEO. "Since joining the FIPP Management Board, David has been a tremendously engaged director, and the organization has benefitted greatly from his insights and wealth of experience. His election is a wonderful accolade and demonstrates just how highly he is thought of by his colleagues."

FIPP promotes the development and success of the magazine industry worldwide. The organization is based in London. More information is available at www.fipp.com.

Contact David Hill at david_hill@idg.com. WU

IDG India staff honored for exceptional contributions at company's annual meeting in Bangalore

*Winners of the Outstanding Contribution and Star Debut awards pose with IDG International Publishing Services President & CEO **David Hill** (center, back) and IDG India President & CEO **Louis D'Mello** (back row, far right). The winners are: front row (l-r:): **Jithesh C C** , lead designer; **Sasi Kumar V**, manager, accounts; **Suresh Nair**, lead designer at ICW; **Jinan K V**, lead designer; **Vikas Kapoor**, lead designer; **Nikhil Pradhan**, senior reviewer, PCWorld; **Varun Dev**, manager sales; **Ajay Adhikari**, senior manager projects; **Minaz Adenwala** (Star Debut winner) key accounts manager. Back (l-r): **Gopal Kishore**, principal correspondent, CIO and ICW; **Sharda Subramanian**, senior copy editor, CIO; **Varsha Chidambaram**, senior correspondent, CIO; David Hill; **Tharuna Paul,** assistant manager events; **Poornima D V**, executive finance; **Anuradha Hariharan Iyer** (Star Debut winner) management trainee (marketing); **Nadira Hyder**, assistant manager sales support; Louis D'Mello. Not pictured: **TK Karunakaran**, production manager.*

IDG India employees from Mumbai and Delhi recently joined colleagues in Bangalore for the company's Annual Day — a companywide gathering that provides time to reflect on the year just ended and an opportunity to kick off the new fiscal year on a high note.

A highlight of the meeting was recognizing employees for outstanding contributions during fiscal 2011. Employees are invited to nominate themselves for what they consider to be exceptional work and a jury of senior managers reviews all nominations.

This year, more than half of the company's almost 70 employees were considered for the awards, which comprise a trophy and cash prize of 50,000 Indian Rupees (US$1,000). "While we typically present 10 awards, this year the quality of submissions was exceptional and the jury decided to recognize 15 honorees," said **Louis D'Mello**, president and CEO. In addition, two new awards — Best Debuts — were added to recognize individuals who had joined the company within the fiscal year and are making meaningful contributions, D'Mello said.

IDG International Publishing Services President & CEO **David Hill**, in India to attend the annual FIPP World Magazine Congress in New Delhi, where he was elected chairman (see story this page), also attended IDG India's celebration. He addressed employees and provided an update on IDG's global performance and the progress being made by IDG India (Hill serves as chair of IDG India's Operating Review Board).

*IPS CEO **David Hill** presents **Tharuna Paul**, assistant manager, audience development, with the award for best ethnic attire.*

In accordance with this year's theme — ethnic India — employees were encouraged to dress in the attire of the particular state they were from. (India has 28 states and many of them have entirely unique styles of dress, cuisine and languages.) Awards were also handed out for the best dressed male and female employees.

IDG India was established in 2004. Its headquarters are in Bangalore with satellite sales and editorial offices in Mumbai and Delhi. The company currently publishes CIO and Channel World in print, Computerworld and PCWorld online, operates TechNetwork and IDG Connect businesses and has a large and successful portfolio of events.

For more information, contact Siddarth Singh at siddharth_singh@idgindia.com. WU

one on one the interview

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

"As I have said many times before in this column: We can't control the market and the macroeconomic conditions, but we should strive to outperform the market. This clearly happened in the year past and we carry good momentum into FY12."

Q What were some of the keys themes of last week's Global Product Line Meeting?

A The theme of the Global Product Line Meeting was "Grow with IDG," which focused the meeting on growth initiatives around the company. We are coming off of one of our stronger growth years in terms of revenue growth, which is a trend that we would obviously like to continue.

In order to grow, we need to continue to grow our importance in the markets we serve—to make sure that we are building the right solutions for our end-user and advertiser customers. We need to be increasingly relevant by delivering content solutions and services across multiple platforms and devices, which is a key challenge as we go forward. All of this is dependent on personal growth, which was another key part of the theme.

Obviously, the idea behind the Global Product Line Meeting is to bring representatives together from all over the IDG global to share ideas, best practices and insights as to how to grow our business. But in addition, we as employees need to become students of the market, spending time analyzing new forms of content delivery and new business models. All of this is to say that the Grow with IDG theme is really three-dimensional where IDG growth (internal growth) is linked directly to market growth (external growth) and personal growth.

Q Can you give us a sense of how the company as a whole performed in FY11?

A We are still finalizing our year-end numbers, but I can tell you that our revenue grew 5% on a worldwide basis, which is the strongest revenue growth that we have seen in 11 years. Fiscal year 2011 was a year when the decline in print revenue, which was less severe than in prior years, did not obscure the good growth that we have been seeing over the last several years in areas such as online and events. Our profitability from FY10 grew by 23%, which is a direct result of the strong revenue growth.

There are many figures under these numbers that are impressive from online growth to lead generation revenue growth to the growth in the number of events produced. I could go on and on, but FY11 was a very strong year for IDG, despite the uncertainty in the global economy.

As I have said many times before in this column: We can't control the market and the macroeconomic conditions, but we should strive to outperform the market. This clearly happened in the year past, and we carry good momentum into FY12.

Q What are some of the key online trends you are seeing for the coming year(s)?

A I will broaden the question to cover "interactive" trends, which incorporates online, which is a reference to the conventional web but also the mobile web. I want to refer to interactive because so much is changing with mobile. We are seeing so many new solutions in the market that take advantage of the personalized, localized, socialized nature of mobile.

In addition to the key trends in mobile, we are seeing big opportunity in areas such as video, which grew by 45% (in terms of associated ad revenue) in the first half of calendar year 2011. Users are consuming more and more video content while marketers are looking at ways to leverage video creative to reach new customers. This trend will surely continue.

We are also seeing a strong trend toward online exchanges and real-time bidding, which is a way for advertisers to reach online audiences by bidding on exposure to each ad impression. The technology of ad buying is such that advertisers and agencies can bid in a real-time fashion for each individual ad impression with ads served in 1/400th of a second! This is surely not the way that all advertising will go, but a big part of the market is moving in this direction. We are very focused on real-time bidding solutions with the IDG TechNetwork, which sells audience reach across 450 non-IDG sites.

Q What are the key priorities for IDG Communications Worldwide in FY12?

A As I laid out at the Global Product Line Meeting, we need to put a big focus on driving more reader revenue. Users are now paying for content that is digitally delivered. We need to figure out how to drive more engagement with our users and earn more of their content spend. It's a big topic that I can't fully cover in this column, but this will be a big focus for us in FY12.

Other areas of focus will be driving more event revenue. B2B marketers spend about 50% of their budgets on conferences and expositions, and IDG needs to do more in this area to take advantage of the opportunity. Marketing services, which is offering advertisers integrated custom solutions, is a key priority. And finally, driving mobile engagement and revenue is a big area of focus in FY12.

Q With all the talk of mobile devices filling the void in a "post-PC world" has IDG given any thought to renaming its PCWorld brand or do

continued on page 6

GPLM

continued from page 1

Social Media, in which the industry in general and IDG specifically can get insights from its users to spur growth for all parties; and the Local aspects of gathering focused industry information.

After a reprise of his popular Mick Jagger impersonation, first seen at last year's GPLM in Boston, Carrigan settled in to talk about various types of growth — IDG's, the market's and employees' personal growth. "In order to grow, you need a strong foundation," he said. "When I think of the foundation of our world, I think about the strong market we're in, the growth picture of the future and about our results and the momentum that good results can provide for future growth. FY11 was a really strong year, and, despite all of the challenges in the world economy, IDG came out strong." Among the worldwide numbers on his "IDG growth scoreboard" were the following:

- Revenue: up 5%, the best in 11 years, he noted.
- Profits: up 21% from the FY10.
- Online revenue: up 15%.
- Lead generation: up 20% and "growing faster than digital revenues overall.
- Custom publishing: up "an explosive 48% as vendors look to fill their websites with content."

"We are dominant today in so many markets, but the key goal for us is to think of ways that we can increase the influence of IDG, especially as the market becomes ever more competitive with more sources of information for users."

— Bob Carrigan, CEO, IDG Communications

IDG WORLD UPDATE

*Leading the panel discussion on "Social Media —Strategy for Editorial" were Macworld U.K. Editor-in-chief **Mark Hattersley** (at podium) and, at his left, PC Advisor Editor **Matt Egan**. Also on the panel were (l-r) IDG Sweden Business Development Manager and Editor-in-chief **Andreas Leijon**, Macworld U.S. VP/Editorial Director **Jason Snell** and CIO.com Editor-in-chief **Brian Carlson**. The session offered an overview of what's currently hot in social media, best practices sharing and how IDG editors can stay in the forefront of social media.*

Also posting increases were monthly unique visitors, ad impressions, video streams, events and, "most importantly," Carrigan said, "IDG's appraisal by its employees is up to 77% from 73% the previous year, as measured by the annual employee survey. This is the highest in five years, and if that number isn't good, then the rest doesn't matter."

IDG WORLD UPDATE

*IDG Netherlands' Sales Manager **Liam Baker** and Deputy Editor-in Chief **Volkert Deen** and IT World Canada President & Group Publisher **Fawn Annan** during a break in the presentations.*

To continue IDG's growth, Carrigan said the company needs to watch and keep growing the following metrics: revenue, profits, online metrics, paid customers, custom publishing revenue, new markets, events, databases and employee satisfaction. "These are the indicators of the health of our company. But how do we grow them, especially in these challenging times? By becoming increasingly more important to the markets we serve. We are dominant today in so many markets, but the key goal for us is to think of ways that we can increase the influence of IDG, especially as the market becomes ever more competitive with more sources of information for users. We need to become even more influential, more relevant to our customers, both end users and advertisers, by being both market- and customer-focused."

IDG, he continued, is not a manufacturing company, "we are a company of knowledge workers. Human capital is what drives us and challenges us to get better. The reason why we bring all of you together here is to share your knowledge of our customers and our market, to engage in discussion and dialog."

Janet King, general manager/VP, IDG Research Services and **Matthew Yorke**, president of IDG Global Solutions, each gave high-level morning briefings. King presented the results of her group's second Global Audience and Advertisers Perspective Study, which surveyed 14,000 tech marketers and decision makers in 11 countries.

"It's the trusted brands that matter," she said. "Trust is what drives clicks and leads to success. What drives trust? An association with a known media source and peer recommendation." Audiences, she noted, rely first on websites — vendor sites, media sites and blogs — and then print to find relevant IT content. Companies looking to tap into that audience must deliver the right content and adapt to regional preferences. Paid content represents a largely untapped area for IDG. According to the IDG Research Services study, 65% of Internet users have paid for some type of content,

continued on next page

IDG Enterprise annual sales awards winners

CIO Salesperson of the Year:
Ellie St. Louis

Computerworld Salesperson of the Year:
Hal Mentlik

CSO Salesperson of the Year:
Erika Karr

InfoWorld Salesperson of the Year:
Farrah Forbes

ITworld Salesperson of the Year:
John Vulopas

Network World Salesperson of the Year:
Coretta Wright

CIO Executive Council Account Executive of the Year:
Kristen Kells

CIO Executive Council Regional Director of the Year:
Bob Diack

CIO Executive Council Client Relationship Manager of the Year:
David Best

IDGE New Business Award – Events:
Grace Moy

IDGE New Business Award – Online:
Amy Neidlin

IDGE New Business Award – Integrated:
Michelle McHugh

IDGE Biggest Program Sale Award:
Karen Wilde

IDGE Biggest New Program Sale Award:
Ai Collins

CIO Executive Council Client Relationship Manager Growth Award:
David Best

IDGE Sales Associate of the Year:
Nida Thongnopneua

IDGE Teamwork Award:
Christine McKay

IDG Enterprise Sales Meeting

continued from page 1

brand differentiation, highlighting the strengths of each brand. Additionally, there were presentations on mobile, custom solutions, events, IDG Strategic Marketing Services and IDG Global Solutions, as well as time dedicated to individual brand breakout sessions. "New this year were track session on growth areas including consultative selling, presenting research, negotiations and PowerPoint skills," Melk said.

Attendees included IDGE U.S. media sales staff — including publishers, sales directors, sales operations and account coordinators — CIO Executive Council sales staff, marketing and IDGE's executive committee. The meeting was organized and managed by IDGE Marketing and PR Manager **Lynn Holmlund** and the IDG Enterprise marketing team.

For the past several years the meeting has been held in the Boston area. "This year we wanted to change it up and provide a different atmosphere for the attendees," Melk said. "Every year we also pull together a panel of local customers who are marketing executives to provide candid advice for our sales team. It was exciting to have a new group of West Coast marketers to share their perspective with the team."

This year's panel, moderated by Network World Publisher **Andrea D'Amato**, consisted of five marketing executives —Nicole Valencic, marketing and campaign director, Riverbed; Ben Gibson, CMO, Aruba; Carter Kersh, director, Americas Field Marketing, Juniper; Diane Schmidt, director, Demand Generation & Solutions Marketing, Brocade; and Kim Woodward-Decarlis, VP Corporate Marketing, Citrix — who provided insight into what types of programs they are interested in and the best approach to reach them.

***Ellie St. Louis**, account director, Integrated, CIO; and **Jaime Ganson**, senior integrated account coordinator, CIO, received President's Awards from IDGE President & CEO **Michael Friedenberg**.*

For more information contact Bob Melk at bmelk@idgenterprise.com.

WU

---

continued from previous page

including gated content, music, apps and games. Forty-seven percent are willing to pay for tech content and services online, and 24% have already paid for some sort of tech content.

King said that two-thirds of IT advertisers expect to spend more in the next year, especially in digital channels and events. "Branded content sites get the most digital dollars, then ad networks," she said. "Lead generation garners the largest digital spend, followed by display and banner ads, search and sponsorship."

Yorke's presentation focused on how innovation drives growth. Leading the charge is custom content creation for clients. "Eighty-five percent of clients prefer to work with a publisher rather than an agency to produce content and sites," he said. Nanosites, which offer a socially optimized, branded client microsite with white papers, video and more, have proved to be a very successful for IDG, offering a 40% profit margin. "We build the unit for the client and charge a premium for the ad serve," he said.

Yorke said social media is outpacing mobile in adoption and that 60% of clients will spend on social media in the next year.

At the Great Ideas Express general session nine great ideas were presented in under five minutes each. Among the ideas shared were 99-cent eBooks (Macworld), custom events designed around IT executives' visits (IDG India), the Insider Program of gated content (IDG Enterprise); iPad custom publishing (IDG Germany) and the Mobile Site Creator, a template to mobilize websites and develop clients' custom programs (IDG Global Solutions).

After each morning's general session, attendees chose among a wide variety of topic-specific sessions and workshops to attend. These covered a range a topics, including Getting Started with Mobile, Custom Publishing, Marketing Services, Events, Digital Magazines and eBooks, Video Strategies, SEO, Databases, Ad Networks and Employee Attraction and Retention. Two breakfast briefings looked at Working with IDG Global Services and the emerging CFOWorld market segment.

IDG International Publishing Services President and CEO **David Hill** closed the meeting with his annual "Top 10 Things Overheard at the GPLM," a lighthearted recap of memorable sound bites from the previous two and half days. His No. 1 overheard entry referred back to Bob Carrigan's Jagger impersonation, complete with leather pants and scarf: "Does Bob act like that in the office?!"

Presentations from the GPLM will be posted on IDG Central over the next week.

WU

noteworthy people

Promotions

Guillen

IDG WORLD UPDATE

IDG Central Services Operations Specialist **Salvador Guillen** has been promoted to operations lead. "Sal has been with Central Services for seven years and in that time he's mastered the responsibilities in office services as well as taken on a huge piece of our telecommunications functions," said **Todd Simms**, IDG Central Services director, Facilities and Operations. "Sal leads by example; he's dependable, takes the initiative, assists his fellow Central Services team members to complete projects and he provides excellent customer service." *sguillen@pcworld.com*

New employees

Stenberg

IDG Sweden has hired **Ingrid Stenberg** as editor-in-chief of **Biotech Sweden**, a title she also held at her previous job with the pharmaceutical magazine Läkemedelsvärlden. She holds an M.S. from Lund University and has also studied journalism at Stockholm University. In her free time she enjoys sailing, trekking and spending time with her family. *ingrid.stenberg@idg.se*

New at **IDG TechNetwork** is Rich Media Architect **Jason Tucker**. He was previously a multimedia editor at the Manhattan-news site DNAinfo.com where he created interactive graphics and multimedia pieces using a combination of maps, graphs, photos, video, illustration and audio to visualize data and complement stories. He holds a B.A. from the University of North Carolina/Chapel Hill's School of Journalism and Mass Communication and enjoys baking, running, yoga and going to the dog park with his dachshund Nathan. *jason_tucker@idgtechnet.com* WU

One on one

continued from page 3

you think PCs and laptops will remain dominant in the office for years to come?

A PCs and laptops will continue to be significant in terms of purchase and usage for personal and work applications, but we can't ignore the impact of tablets and smartphones. I read recently that iPad sales are now larger than all of Dell's consumer PC sales. What we are seeing is that PC sales in mature markets are slowing/declining while tablet sales are increasing. There's no question that there is an impact here, which has implications for our PC brands. "Job 1" is to make sure that our editorial coverage remains relevant so that users of these mobile devices find our content to be modern, useful, relevant and visually compelling— regardless of the brand.

As for the brand "PCWorld," it makes no sense to rename it right now. The key strategy is to leverage the huge audiences of our PCWorld brands, the brand equity, the reader trust and SEO strength to create new products, expanded coverage, new forms of content distribution and new reader and advertiser solutions so that over time, we have a larger business that surrounds our PC media brands. I can envision certain sections of our current PCWorld sites that might become new sites and new brands, for instance. This is a big topic of discussion right now among our country managers and product leaders for PCWorld, and I expect that FY12 will reveal some great ideas and strategies on evolving our consumer/prosumer media business. WU

IDC Canada recognized for immigrant internship program

*IDC Canada **Chris Sullivan** accepts the Employer of the Year Award from PICS on behalf of IDC.*

IDC Canada has been named Employer of the Year by Polycultural Immigrant and Community Services (PICS), a local nonprofit agency that helps newcomers adjust to the Canadian workplace and assists them in gaining valuable Canadian work experience to help them find employment in their field.

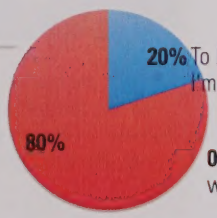
"We've worked with PICS for several years and had 30 or so interns work in short, unpaid placements typically lasting approximately eight weeks," noted **Chris Sullivan**, IDC Canada VP, finance and operations. Sullivan serves as IDC Canada's primary contact with PICS. "Some of our interns have made very valuable contributions, mostly in the IT area but also in others as well. We often hire interns for temporary assignments after their internships, and we provide references to others to help them find employment—sometimes with our clients."

While being a good civic partner is a natural outcome of the program—and Sullivan said that he takes extra time to ensure that the interns receive good mentoring and that he has begun referring PICS to a limited number of contacts in other companies—he said IDC Canada derives real benefits from its participation. "Our interns bring good ideas and talent we can use. Most recently, there's been a lot of new website development that interns have helped us with, and we also find a source of prequalified potential employees. Two former interns now work full time at IDC Canada."

For more information, contact Chris Sullivan at csullivan@idc.com. WU

Question of the Week results

At work, how do you use texting?



Log on to www.idgcentral.com to vote on this week's question:
Do BlackBerry's recent service outages and security flaws have you reconsidering using RIM's smartphone?

Anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Lloyd Cohen *IDC*

23
Terri Schafer *IDC*
Frank Gens *IDC*

21
Stephen Fontaine *IDC*
Andrew Ware *IDC*

20
Stephen Hendrick *IDC*

19
James Farley *IDC*
Joseph Loiselle *IDC*

18
Carolyn Johnson *IDG Enterprise*

17
William Manning *IDC*

16
Raymond Boggs *IDC*

14
Brian McDonough *IDC*
Amy Lind *IDC*
Mitchell Rose *IDC*
Juan Perez *IDG News Service*

13
Kevin Dunne *IDC*
Regena Marie Adams *IDC*
Carina Nilsson *IDG Sweden*
James Eibisch *IDC U.K.*
Sheryl Hodge *CXO Media*

12
Nancy Wyatt *IDC*
Al Gillen *IDC*
William Casey *IDC*

11
Ricardo Villate *IDC*
Takeuchi Masato *IDC Japan*

10
Sharon Gaudin *Computerworld*

9
Steven Kempton *IDC*
Maria Lindström *IDG Sweden*

8
Michael Gerard *IDC*
Melissa Webster *IDC*
Ernest Lefebvre *IDC*

7
Jerome Weltsch IDC
Kevin Robock *IDC*
Robert Parker *IDC*
Anthony Real *IDC*

6
Erik Newmark *IDC*
Peter Farley *IDC U.K.*
Amy Seitz *IDC*

5
Lindsey vanGulden *IDC*
Deborah Rosenthal *IDC*
Michael Palma *IDC*
Ebenezer Obeng-Nyarkoh *IDC*
Kimberly Knickle-Tierney *IDC*
Jonathan Share *IDC*
Amy Seitz *IDC*
Piotr Twardy *IDG Poland*
David Best *CXO Media*
Pamela Heylin *IDG Enterprise*
Polly Chan *IDC Hong Kong*
Piotr Twardy *IDG Poland*

4
Suzanne Hopkins *IDC*

3
Mary Turner *IDC*
Ankur Tarnacha *IDC*
David Potterton *IDC*
Cynthia Hart *IDG World Expo*

2
Jon Kabrud *IDC*
Jindrich Amaldas *IDC*
James Hull *IDG U.K.*
Martine Matyus *IDG Poland*
Karsten Linde *IDG Germany*
Belinda Tan *IDG Global Solutions*
Juan Jin Ng *IDC Malaysia*
Zuriati Binte Balian *IDC Singapore*
Jim Hopkins *PCWorld|Macworld|GamePro*

1
Helen Scott *IDC*
Maura Lydon *IDC*
Richard Costello *IDC*
Michael Versace *IDC*
Andrew Huffman *IDC*
Mandeep Chodha *IDG Global Solutions*
Vincent Banks *IDG TechNetwork*
Shanna Cito *IDG World Expo*
Aman Malhotra *IDC Singapore*
Julian Rignall *PCWorld|Macworld|GamePro*
Mason Townsend *PCWorld|Macworld|GamePro*

Shady characters seen at SNW

Front row: Jake and Elwood Blues. Second row (l-r): IDG Enterprise VP/Content Development ***Derek Hulitzky****, IDGE Event Content Specialist* ***Abbey Weintraub,*** *IDGE Event Sponsorship Coordinator* ***Diana Scott****, IDGE Associate Event Planner* ***Lissa Piscopo****, IDGE VP/Editorial Event Strategy* ***Anne McCrory****, IDGE Event Planner* ***Shay Egan****, IDGE Event Content Specialist* ***Jillian Hall****, IDGE SVP/Events* ***Ellen Daly****. Back row: IDGE Chief Content Officer* ***John Gallant****, IDGE Event Planner* ***Caroline Keough****, IDGE Registration Manager* ***Renée Corine-Arnold****, IDGE Event Manager* ***Sarah Reagan****, IDGE Event Sponsorship Assistant* ***Julie Mance****, IDGE Event Operations Director* ***Deb Begreen****, IDGE Marketing Manager* ***Duncan Newell*** *and Computerworld Executive Events Editor* ***Julia King****.*

On October 10, some 300-plus Storage Networking World Fall 2011 conference attendees enjoyed themselves at the Universal Studios: Blues Brothers closing reception at the J.W. Marriott Grande Lakes Resort in Orlando, Fla. The Jake and Elwood Blues Revue greeted attendees with a pair of shades to kick off an entertaining evening of singing and dancing alongside a four- piece band. Here, the Computerworld events staff pauses for a moment to pose with the duo and celebrate another spectacular event.

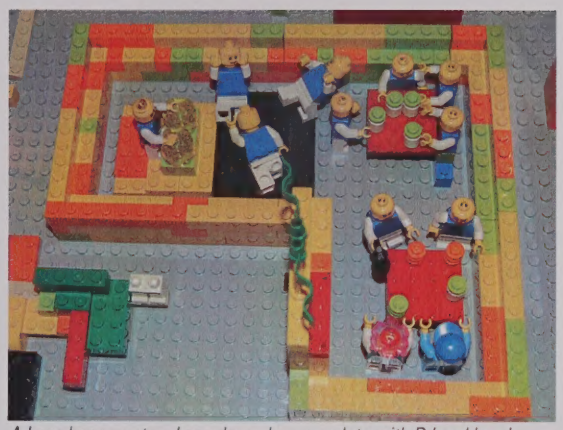
Wanted: Photos of the Day

Want to see your business unit represented in the pages of IDG World Update or on IDG Central? The Photo of the Day feature is an easy way to share a quick look at what's happening at IDG business units around the world.

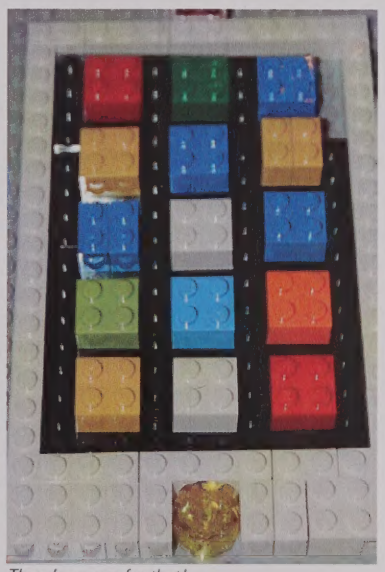
Any employee is welcome to submit photos for this feature. Photos can be taken of events taking place at the office or outside the office. Please be sure to let us know what is going on in the photo and the names and titles of anyone depicted. Send them to world_update@idg.com.

offline for fun

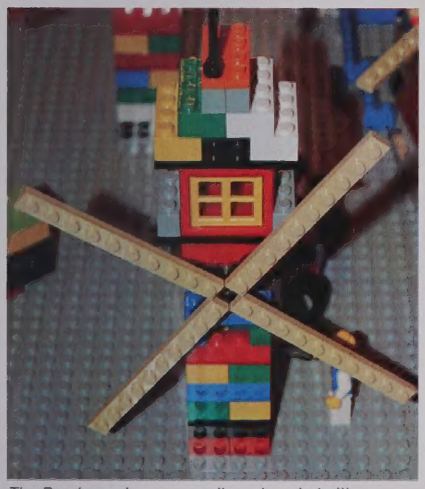
This month's IDG Global Product Line Meeting was not without its fun. Upon arrival, each attendee was given a bag of colorful Legos -- Denmark's iconic plastic building bricks -- and invited to contribute to an ongoing group "Grow with IDG" building project. What was expected to be one large megastructure evolved instead into a collection of many small projects that included national flags, a dance bar, a forest, King Kong, a variety of planes and helicopters and even a iPad. It was "the perfect metaphor for IDG's decentralized environment," said one of the meeting's organizers.



A Lego bar grew to a Lego dance bar, complete with DJ and break dancers.



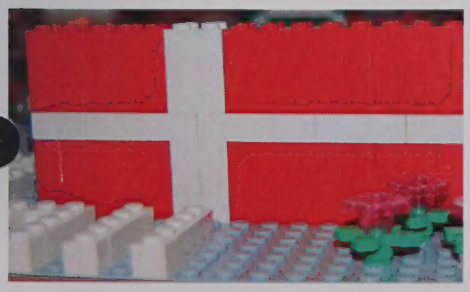
There's an app for that!



The Dutch contingent contributed a windmill.

After the meeting concluded, the Lego sculptures were broken down and donated to a local children's hospital.

*IDG Denmark Journalist **Morten Nevado** puts the finishing touch on his addition.*



GPLM hosts IDG Denmark proudly built their national flag from Legos… but were not to be outdone by their neighbors at IDG Sweden who built their flag on the opposite corner of the Lego board.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Bob Carrigan *IDG Communications*
Nicole Day *IDG Enterprise*
Louis D'Mello *IDG India*
Lynn Holmlund *IDG Enterprise*
Siddharth Singh *IDG India*
Chris Sullivan *IDG Canada*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

31 OCTOBER 2011
VOLUME 41, NUMBER 40

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Inside this issue

IDC celebrates 20 years of GRAC *page 2*

LeMondeInformatique.fr wins Best Professional Website award *page 2*

One on one: Susanna Hinds, director, Corporate Communications, Global Headquarters *page 3*

PCW's Armando Rodriguez hosts social media seminar *page 4*

Celebrating 10: IDC's Anna Toncheva *page 8*

IDGNL creates national stir with security campaign

Month-long effort spotlights prevalence of data leaks, grabs media attention

You won't find the word "lektober" in any Dutch dictionary (at least not yet), but that hasn't stopped it from garnering almost 180,000 hits on Google so far this month. Lektober — a term formed from the words "lek" (leak) and "October" — was coined by two journalists from IDG Netherlands' Webwereld, who have declared October the month of the privacy leak.

To raise awareness of the dismal state of information security on most government and commercial sites Webwereld has been releasing one privacy leak each day, with an emphasis on government leaks, explained **Sander van der Meijs**, associate editor for Webwereld, who, along with **Brenno de Winter**, a regular freelance contributor, created lektober.

***Sander van der Meijs** (right) and **Brenno de Winter** were featured in several television news reports about data leaks including this one on NOS, the country's public broadcasting network.*

"Webwereld reports on privacy leaks frequently, and generally organizations that are hit by the leaks respond by trivializing the issues as isolated incidents," Van der Meijs explained. "By having a month of privacy leaks, we wanted to prove that these aren't isolated incidents but rather that this is a very serious issue that should be taken more seriously."

Van der Meijs said they get their leaks from hackers that they are acquainted with. "These are ethical hackers, who do not publish the results on the Web

continued on page 5

Sweden's October CAP&Design sports 11,000 unique covers

A model posed while artists used her face and neck as a canvas to create five different creatures. Some 12,000 photos were taken during the two 12-hour sessions and used to create the 11,003 unique covers.

What do snowflakes, fingerprints and the October cover of IDG Sweden's CAP&Design have in common? If you guessed that no two are the same, you'd be right.

In a move that pushes the traditional limits of print media — and is a first for an IDG publication — each of the 11,003 copies of the bimonthly magazine, which targets art and design professionals, features a unique cover.

"At CAP&Design, we have a tradition of experimenting with design, print and paper, because our readers — graphic designers and creative professionals — appreciate playfulness and innovation design," said **Therese Järnankar**, editor-in-chief. "With this issue of CAP&Design we hope that our readers really take advantage of the opportunity to select a favorite among all the covers." Technically speaking, newsstand buyers

continued on page 5

in brief newsworthy

IDC celebrates 20 years of GRAC

Set against a brilliant autumn backdrop in both Boston and San Francisco, 115 of IDC's most important and influential customers gathered for the company's 20th annual Global Research Advisory Council (GRAC). This exclusive, invitation-only event provides a forum for IDC senior management to connect with customers and provide insights, share ideas and solicit critical feedback.

This year's event — held on Oct. 4-5 at the Four Seasons in Boston and Oct. 10-11 at The Ritz-Carlton San Francisco — boasted one of its strongest agendas ever, featuring an ICT market outlook through 2020 as well as targeted breakout presentations focusing on cloud computing, mobility, social business and "big data."

"For twenty years GRAC has offered a tremendous opportunity to connect with our customers, present IDC's vision and gain important customer feedback on how we can better serve them," said **Kirk Campbell**, IDC president and CEO. "It's this feedback that helps us continue to add value, develop new products and ultimately grow our business."

In what has become an annual tradition at GRAC, clients are asked to nominate a research employee who has provided outstanding service during the previous year for the "Analyst of the Year" award. "Many IDC analysts were nominated," Campbell said, "but the analyst recieving the most votes was **Carrie MacGillivray**, IDC program director, Mobility & Telecom research."

***Carrie MacGillivray** won the IDC 2011 Analyst of the Year award at this month's GRAC. This award is IDC's only research award in which the winner is selected by its clients.*

GRAC 2011 closed to excellent reviews as event evaluation scores eclipsed those of years past. Among the themes in the feedback were calls for IDC to expand and accelerate its coverage of emerging strategic growth areas and to keep the GRAC community connected.

To that end, the company has launched a GRAC 2011 LinkedIn group. Many attendees and IDC executives and analysts have already joined, "and we expect others to join shortly," said **Patrick Gorman**, IDC marketing director.

To commemorate the event and help kick off the next 20 years of GRAC, IDC raffled off four new iPads. As one winner climbed aboard the shuttle back to the airport, he said, "I can't wait to see what they'll be giving away at the 40th GRAC!"

For more information, contact Patrick Gorman at pgorman@idc.com. WU

LeMondeInformatique.fr wins Best Professional Website award

*Pictured outside the Chamber of Trade and Industry are IT News Info staff members (l-r): **Didier Barathon**, journalist; **Hélène Fily**, sales director; **Sandrine Gaultier**, sales executive; **Aromi Rajon**, international online sales manager; **Adrien Morisse**, web designer; **Serge Leblal**, editor-in-chief, LeMondeInformatique.fr; **Francis Raison**, web developer; **Clément Mulot**, web developer; **Maryse Gros**, journalist; **Véronique Arène**, journalist; **Jacques Cheminat**, journalist; and **Jean Royné**, managing director, IT News Info.*

LeMondeInformatique.fr was honored as "Best Professional Website 2011" by l'Association pour la Promotion de la Presse Professionelle (the French Association for the Promotion of the Professiional Press) at its 13th annual awards ceremony, held Oct. 10 at the Chamber of Trade and Industry in Paris.

As they do each year, the biggest players in the French trade press gathered to honor the best achievements of the year in traditional and digital publishing. LeMondeInformatique.fr was honored for the progressive reform undertaken over the last three years: creating the World of Cloud section and coverage; monthly special reports; launching new employment, security and storage newsletters; and development of mobile and iPhone versions.

In September, LeMondeInformatique.fr experienced the largest increase in visits among all categories of B2B sites. LeMondeInformatique.fr publisher IT News Info is the only media company in France to have IT professional audiences certified and controlled.

Since 2007, LeMondeInformatique.fr has been published online only.

*For more information, contact Editor-in-chief **Serge Leblal** at sleblal@lemondeinformatique.fr.* WU

Download the presentations from the 2011 IDG Global Product Line Meeting

More than two dozen presentations from the IDG Global Product Line Meeting are available on IDG Central. These include IDG Communications CEO **Bob Carrigan**'s recap of FY11 performance, results from a wide-ranging survey of IDG's advertisers and target audience in 14 countries, and innovative programs from IDG business units around the world. Go to the GPLM link on the home page of www.idgcentral.com.

Among the other topics:

- Attracting and Retaining Talent
- Databases: Key Considerations for Getting Started
- Marketing Services Program Delivery
- Editorial Hot Topics: What's Grabbing Our Audiences' Attention?
- How to Grow and Retain Mobile Audiences
- Mobile Ad Revenue
- Mobile: Key Considerations for Getting Started
- Navigating the World of Ad Networks and Exchanges.
- SEO Best Practices.
- Social Media Strategy for Editorial

one on one the interview

Susanna Hinds
The director of corporate communications at IDG Global Headquarters is this week's columnist. Reach her at susanna_hinds@idg.com.

I recently guest lectured on this topic before a class of aspiring journalists. Their 'I am' statements were a response to the question, "Why should I hire you?" One student's answer: 'You should hire me because I am a journalist motivated by no.' Wow."

Beginning today, IDG World Update will launch an occasional series of columns featuring presenters at IDG's various in-house training programs. In this column, Susanna Hinds offers highlights from her popular session, Managing Your Reputation Like a CEO, which she has presented at IDG Professional.

Q What's the basic premise of Managing Your Reputation Like a CEO?

A Tom Peters launched the "personal branding" movement in 1997 in Fast Company magazine with "The Brand Called You" (www.fastcompany.com/magazine/10/brandyou.html). In the article, he argued:

> "Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc."

While a radical concept at the time, today, anyone with a LinkedIn or Twitter account has felt pressure to "package themselves" to build their online presence and enhance their personal reputation. Personal branding gurus like Dan Schawbel (www.personalbrandingblog.com/) have become best-selling authors, demonstrating how to market one's personal brand via social media.

Many people are uncomfortable marketing themselves as a commodity and most people have no idea where to start. In the IDG Professional workshop, I've adapted techniques used with senior executives to craft a public persona for the media, to suit everyone interested in managing their personal reputation to support business objectives.

Q Since your reputation reflects how others perceive you, can you really influence your reputation?

A Absolutely. Once you determine how you'd like to be perceived, you can tailor your actions and your communications to reinforce that reputation, both in person and online.

The workshop is built around a series of communications exercises that enable each participant to create a simple "I am" statement that is both true and a positive reflection of how they'd like to be perceived. ("I am the consummate professional," "I am a highly effective team leader," etc.)

This statement serves as the focal point of an individual's personal reputation. The "I am" statement sets an expectation of what that person values, how he or she is likely to behave and what to expect from his or her performance in a business setting.

These statements have to be realistic, or "authentic;" otherwise, they're more likely to damage a person's reputation than enhance it. If someone's colleagues describe him as "a team player who chokes under pressure," few will believe the statement "I am a leader who rises to any occasion." Instead, he should focus on his strength: "I am a true team player willing to pass the ball." It's honest, compelling and believable.

Q How do you create an "I am" statement?

A To start, participants answer a series of questions including:

- List every word or phrase you think of when you look at your name.
- Circle five words or phrases from your list that set you apart from your colleagues.
- List every compliment you've received from a manager, colleague or customer. (For example, "John, I can count on you to deliver, every time."
- What would your colleagues or customers say is your most noteworthy personal trait? How does this personal trait benefit your colleagues and customers?

If participants answer these questions honestly, they quickly see a unique reputational profile appear.

Q If IDG World Update readers answer these questions, can they get to an "I am" statement?

A Yes, to start, but what's most effective in these sessions is the small group interaction where people test their "I am" statements and supporting anecdotes on their colleagues. What initially works on paper may be too arrogant, self-effacing or confusing when delivered in person.

Many people are uncomfortable "promoting" themselves to others so the group provides candid but supportive feedback on what sounds right. There are also regional and cultural differences in how people talk about themselves, so these small groups can be helpful in navigating those issues. Besides, "I am" statements require supporting anecdotes or examples to be believable, and it takes practice to tell these in a compelling way.

Q What do participants have when they leave the session?

A Ideally they can answer the question, "Who are you/what do you do?" in a few memorable sentences that reflect how they'd like to be perceived. In essence, they're on their way to crafting a personal "elevator pitch" that's flexible enough to work in multiple settings and memorable enough to open up new

continued on page 7

Facebook, Twitter tips to try

PCW|Macworld|GamePro Editorial Assistant **Armando Rodriguez** offered a number of Facebook and Twitter guidelines during his recent brown-bag lunch seminar on social media best practices. Some are reprinted here; for the full list, see this article on IDG Central.

Facebook

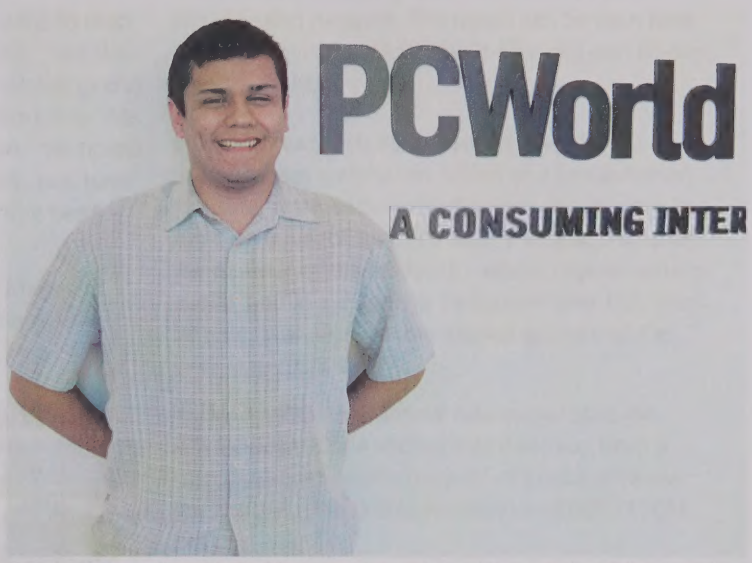
- Post one well-written, factually correct, interesting story per hour between the hours of 9:00 a.m. and 6:00 p.m. on weekdays. On weekends three to four stories throughout the day will suffice.
- Post mostly news stories, but around lunch and on weekends features seem to do better.
- When posting a story, choose an appropriate thumbnail graphic to accompany the story.
- Comments and jokes are OK on Facebook.
- Check your page's wall posts daily. Click on "Everyone" at the top of the Newsfeed to see what users have been leaving on your wall.
- Clean up and moderate comments if people become unruly. Ban users who post spam.
- If a story you posted is getting a lot of negative feedback, post another story right away. Readers will most likely forget the old story and jump onto the new story.
- Post images and questions for your readers. People seem to really love photos that show what we're up to and those generally do really well.

Twitter

- Only post links to news stories during the week. Save features and other non-news items for weekend or late-evening tweeting.
- Limit posting to between six and eight tweets a day.
- Use hash-tags. If a story is about Apple, use #Apple. If a story is about HP, use #hp. This will make tweets easier to find and can help gain new followers.

PCW's Armando Rodriguez hosts social media seminar

A recent brown-bag lunch seminar at PCWorld | Macworld | GamePro helped clarify and strengthen the publications' social media interactions.



*Editorial Assistant **Armando Rodriguez** urged attendees to listen to their social media audiences, post only the best content and interact with readers.*

"We needed a social media plan of attack, so to speak," said Editorial Assistant **Armando Rodriguez**, who led the seminar. "Google changed its search algorithm in June, so social media interactions now affect page rankings." Rodriguez said PCWorld was stretching itself thin trying to manage so many different accounts across various social networks — Facebook, Twitter, Reddit, Digg and StumbleUpon — and not seeing many gains traffic-wise. "The goal of the brown bag was to focus on our strengths and build a stronger following so we could expand later down the road," he said. More than a dozen of PCW's editorial staff attended.

Rodriguez's three key points were as follows:

- **Curate your content**. Don't share all of a publication's content through social media networks, but pick only the best content, "the stories you think people would be most interested in reading."

*"Post images and questions for your readers. People seem to really love photos that show what we're up to, and those generally do really well," said **Armando Rodriguez**.*

- **Listen to your audience**. "They know what they like and can hurt your social ranking and page rankings if enough of them have only negative things to say about you. Don't bend to their every whim, but take into account what they have to say."
- **Don't be faceless**. Either in the comments section on article pages or through whichever social media platform it is using, a publication should be regularly interacting with people on a personal level. "On Facebook, this generally involves answering questions or posting in-office pictures," Rodriguez said. "If you really make your readers feel like a part of the team, they will follow you to the ends of the Earth."

Rodriguez is the primary PCW staffer posting news stories on the PCW Facebook page and interacting with the readers who comment there. "I'm also the one who trims out all the spam posts so our readers don't accidentally click one of the links and get sent to a shady website," he said.

Other PCW editors handle the PCW Twitter and StumbleUpon accounts. "Managing company social networks is pretty time-consuming and should never be a one-man affair," Rodriguez said. "Social media is a full-time job. If you plan on effectively using it, be prepared to keep up on Internet trends and post at all hours of the day. I would recommend having a dedicated team so that it doesn't drive you crazy."

The PowerPoint presentations Rodriguez created for the PCW brown-bag lunch seminar are available with this article on IDG Central.

For more information contact Armando Rodriguez at arodriguez@pcworld.com. WU

Lektober

continued from page 1

before the owners of the sites have a chance to react and either repair their site or take it offline," van der Meijs said. "We do not want personal material to end up on the streets, so we are very strict about this. We do not publish before the leaks are closed." He noted that as the month has progressed, readers, too, have begun sending in tips, "some of which have been very useful."

The results have been amazing, Van der Meijs said. "As soon as we announced lektober other media jumped on board:

Dinsdag Lekker ergeren aan sluikreclame 16

18 10 11

spitsnieuws.nl

SPITS

Nieuws & Entertainment

brother

A3 Printen, A4 kopiëren, scannen en fasen ■ Netwerkaansluiting

119,- incl. BTW

A3 all-in-one inkjetprinter MFC-5890CN

Topdrukte webbeveiligers

Na falen Diginotar run op aanvragen van overheid

Alle ogen op Heineken

Webwereld was mentioned in a front page article in Spits, one of the country's leading daily papers that focused on privacy leaks and picked up Webwereld's use of the word "lektober."

• The first leak promoted coverage on several TV news shows, including NOS, the country's public broadcasting network. The report can be seen here: http://nos.nl/op3/video/278964-elke-dag-een-lik-big-webwereld.html.

• On Saturday, October 8, the websites for 50 municipalities were taken offline as a precautionary measure, after Webwereld reported about a leak in a back-up server of their provider. This leak prompted the minister of the interior to require regular security audits, and in a debate in parliament later that weak, lektober was regularly mentioned as proof of the poor state of IT security.

• On October 18, national newspaper Spits ran a front-page article stating that there has been a rush on security audits because of Lektober (www.spitsnieuws.nl/sites/default/files/krant/DS20111018.pdf).

• Webwereld received a call from GovCert, the government agency in charge of cybersecurity for the Dutch government, asking the staff to be sure to warn them if we found a government privacy leak.

In addition to all the external publicity, traffic to webwereld.nl is up significantly as a result of lektober. For the first three weeks of October, unique visitors were up 115.32% over the same period last year and pageviews were up 40.44%.

For more information, contact Sander van der Meijs at svandermeijs@idg.nl. WU

11,000 covers

continued from page 1

will only be able to choose among some 6,000 covers, as 5,000 copies were sent to the publication's subscribers.

The idea for this unique effort bubbled up at an editorial meeting back in June, Järnankar said. "We were talking about the image we wanted to project with our audience and what other media would write about us. We let ourselves dream, and this is what we came up with."

IDG Sweden's printer, Elanders, was immediately interested in contributing its expertise to this project. CAP&Design editors contacted design agency, Vår, which handled the thousands of cover shots.

Noting that the cover project, which was several months in the planning and execution, is part of a continuing effort to surprise its readers while at the same time demonstrating the possibilities inherent in printing technology, Järnankar said they also hoped to inspire their advertising clients.

"We're hoping that our advertisers will perceive the potential of this technology and rise to the challenge of trying out something similar, for example, for the back of a publication. Imagine, for example, that a photo stock agency selects one specific image for each copy while linking to an activity in social media. That would make print much more flexible than it used to be," said **Joakim Allwin**, business director of CAP&Design.

So far, the covers are creating quite a stir in the local market. Several of the largest media outlets that cover media have interviewed Järnankar, and the covers have generated a great deal of interest on Facebook and Twitter as well as email to the editors. Last week, a Japanese magazine that had heard about the unique cover effort, contacted CAP&Design to learn more.

To watch a video showing how the covers were created visit www.mynewsdesk.com/se/pressroom/idg. For more information, contact Therese Järnankar at therese.jarnankar@idg.se. WU

"We're hoping that our advertisers will perceive the potential of this technology and rise to the challenge of trying out something similar."

— Joakim Allwin, business director, CAP&Design

noteworthy people

New employees

GamePro's new associate designer is **Eric Sapp**. A graduate of Stevens-Henager College and Odgen, Utah, he holds an associate degree in occupational studies and graphic design. His hobbies include art and video games. *esapp@gamepro.com*

Russon

IDG U.K. has hired **Mary-Ann Russon** as a content manager. She was previously editor of Asian Mobile News, then attended the U.K.'s Bournemouth University where she earned a B.A. in multimedia journalism. She also holds a diploma in mass communications from Ngee Ann Polytechnic in Singapore. While in the U.K. she has worked for TotalFilm, the Bournemouth Daily Echo, BBC Watchdog and MyFamilyUK. Her interests include photography, cooking, web design and collecting movie memorabilia. *mary-ann_russon@idg.co.uk*

Shay Egan is **IDG Enterprise**'s new event planner. She was previously an events specialist with Year Up Boston, overseeing its fundraising and cultivation events. She holds a B.A. in communications and sociology from the University of Connecticut and is a graduate of Leadership Greater Hartford's Quest Program, a year-long leadership program that brings together emerging and established leaders from the public, private and academic sectors. She enjoys sports, photography, scrapbooking and playing ball with her dog, a rescue terrier. *segan@idgenterprise.com*

Kirchberger

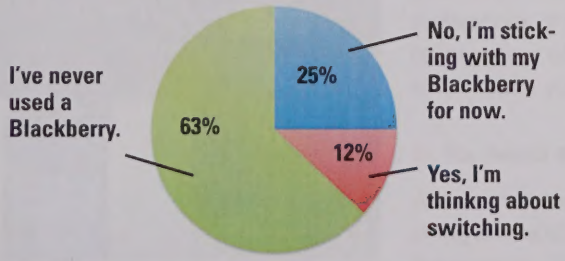
Lauren Kirchberger joins **IDG Strategic Marketing Services** as a digital marketing assistant. She was previously an intern with Axiom Insurance's creative marketing team. A graduate of the University of Massachusetts/Amherst, she holds a B.A. in communications. In her free time she enjoys hiking, volleyball, art and graphic design. *lauren_kirchberger@idg.com*

Omura

New at **IDG TechNetwork** is Account Executive **Lauren Omura**. She previously worked for media agency Starcom on RIM and Proctor & Gamble accounts. She attended Columbia College Chicago where she majored in marketing communications. She claims to be "a total foodie and a slight shopaholic." *lauren_omura@idgtechnet.com*

Question of the Week results

Do BlackBerry's recent service outages and security flaws have you reconsidering using RIM's smartphone?



Log on to www.idgcentral.com to vote on this week's question:
How many people do you follow on Twitter?

IDG Netherlands' Rick Val earns IDG Excellence Award

***Rick Val**, IT manager at IDG Netherlands, earned an IDG Excellence Award for his outstanding commitment and work. The award was presented to Val by IDG Netherlands CEO **Lennard Hoogenraad**, who commented: "Rick is always there to solve any problem that arises with our IT infrastructure. Even on weekends and at night, he will get the job done without complaining. He demonstrates a deep, deep commitment toward IDG and his colleagues. Rick is a fantastic colleague — a very valuable member of our team and a pleasure to work with." Winners rof the Excellence Award receive an engraved statue, a gift certificate for dinner and flowers. Awards are presented to the unsuspecting recipient via a team "flashmob," adding to the surprise.*

Wanted: Photos of the Day

Want to see your business unit represented in the pages of IDG World Update or on IDG Central? The Photo of the Day feature is an easy way to share a quick look at what's happening at business units around the world.

Any employee is welcome to submit photos for this feature. Photos can be taken of events taking place at the office or outside the office. Please be sure to let us know what is going on in the photo and the names and titles of anyone depicted. Send them to world_update@idg.com.

Anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Yoshitomo Fukuda *IDG Japan*

21
Cornelia Kraemer *IDG Germany*

20
Jolanta Szot *IDG Poland*
Hugo Shong *IDG Asia*

19
Joachim Hackmann *IDG Germany*

17
Sabine Mayer *IDG Germany*
Kim Nash *CXO Media*

16
Ricardo Sampaio *IDC Brazil*
Thomas Gunni Pedersen *IDG Denmark*
Mary Scanlon *IDG Enterprise*

15
Magnus Höij *IDG Sweden*
Mario Morales *IDC*

13
Christian Toepfer *IDG Germany*
Amy Kelly *IDC*

12
Manfred Aumaier *IDG Germany*
Geoffrey O'Connor *PC Advisor*
Chris Ingle *IDC U.K.*

11
Mary Jane Donnelly *IDC*
Hans-Christian Dirscherl *IDG Germany*

10
Thomas Jank *IDG Germany*
Ruediger Guzikowski *IDG Germany*
Ineke van Hese *IDG Netherlands*

9
Bo Lykkegaard *IDC Nordic/Denmark*
Eugene Henderson Jr. *IDC*
Jeanne Capachin *IDC*
Patricia Henderson *IDC*

8
Janet Ward *IDG*
Christian Loebering *IDG Germany*
Sigrid Falkner *IDG Germany*
Jose Pauty *IDG Netherlands*

7
Renata Bevilacqua *IDC Brazil*
Juana Gandia *IDG Spain*
Scott Gemmell *IDC U.K.*
Brad Dillon *IDC Canada*
William Roch *IDC*

6
Mirja Wagner *IDG Germany*
Karin Lindström *IDG Sweden*
David Lee *IDG Switzerland*

5
Trine Børve *IDC Nordic/Denmark*
Maria Elena Cisneros *IDG Spain*
M Sukapintha *IDG Netherlands*
Deb Begreen *IDG Enterprise*
Nanette Funsch *IDG World Expo*
Suzanne Levecque *IDG World Expo*
Mariella Ley *IDG World Expo*
Maureen McNeil *IDG World Expo*
Melissa Messier *IDG World Expo*
Linsy Miller *IDG World Expo*
Anthony Bebee *IDC*

4
Plotr Rodzen *IDG Poland*
Marcin Rosiczka *IDG Poland*
Jaroslaw Skawinski *IDG Poland*
Patrick Melgarejo *IDC Peru*
Christoph Klapetek *IDG Germany*
Stefan Huegel *IDG Germany*
Helle Lise Kaptain *IDG Denmark*
Lidice Fernandez *IDC*

3
Cyril Meunier *IDC France*
Armin Weiler *IDG Germany*
Benjamin Schischka *IDG Germany*
Kazuhiko Hayashi *IDC Japan*
Kitti Kovacs *IDC U.K.*
Craig Wilga *IDC*

2
Bruno Pagotto Tasco *IDC Brazil*
Frederik Schindler *IDG Germany*
Melissa Langle *IT World Canada*
Kristian van Tuil *IDG Netherlands*

1
Chi Zhang *IDG Germany*
Ganeshan Pillaiye *IT World Canada*
Takuya Uemura *IDC Japan*
Andrew Jackson *IDG U.K.*
Elly Schoorl *IDG Netherlands*
Beatriz Martin *IDC U.K.*
Brian Keenan *CXO Media*
Bryan Mentlik *IDG Enterprise*
Joseph Rodhouse *IDG Research Services*
William Zhang *IDC China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

IDG Corporate Sizzle Reel is on IDG Central

The new edition of the IDG Corporate Video (i.e., "Sizzle Reel") first shown at the recent Global Product Line meeting, has been posted on www.idgcentral.com. You can download several versions of the video file, suitable for embedding in PowerPoint, playing on an iOS device, and other uses. Go directly to the page at http://idg.me/tTFLUA.

One on one

continued from page 3

opportunities. We also discuss ways to manage and protect one's reputation, especially online.

Q Any advice on protecting your reputation online?

A Don't let your desire to share overwhelm common business sense. I'm surprised how often people Tweet their location from a sales pitch or post a funny video clip of colleagues to Facebook. If you tip off your competitors, embarrass your colleagues or accidentally leak confidential information via social media, your reputation can be damaged in an instant.

Q So, heard any good "I am" statements lately?

A I recently guest lectured on this topic before a class of aspiring journalists. Their "I am" statements were a response to the question, "Why should I hire you?" One student's answer: "You should hire me because I am a journalist motivated by no."

Wow.

WU

celebrating 10!

Name
Anna Toncheva

Home
I am originally from Burgas, Bulgaria, and now I live in Milford, Mass.

Joined IDC
July 2000 as Research Analyst, Software and Systems Vertical Views

Career path
Program Manager Vertical Markets, and after several years of developing vertical industry models, I moved to the Global Research Organization as an economist.

Current title
Research Director and Economist, IT markets and Strategies Group. I monitor and think about how changes in the economic climate affect IT investments across the globe. I help IDC analysts and clients understand these relationships and form assumptions for their IT spending forecasts.

Three things I do in a day's work
Keep up with the developments in the global economy by reading the financial press, get a clearer perspective on the ongoing issues by closely following economics blogs, and then analyze data to get the facts straight and to assess the possible implications for the outlook for IT spending.

Best part of your job
It is ever-changing, it keeps me learning, keeps me curious, and does not allow me to repeat myself.

What's kept you at IDG for 10 years?
The bright people I am surrounded with, the diversity of views and ideas and the flexibility the company offers.

Family
My husband, Ivan, and I have a daughter Niya Alexandra, who is 9 1/2.

Most rewarding thing you've ever done
Become a mother. And this is also the most challenging thing in my life so far.

Fantasy job
Art restorer. It must be extremely rewarding to bring an old piece back to glory, by getting into the mind of the creator, figuring out and reconstructing the techniques used.

Most difficult decision you ever had to make
To move to this country and leave behind family, friends and a lifestyle.

First job
A tour guide at a resort on the Black Sea.

Anna Toncheva *dined with IDG Chairman* ***Pat McGovern*** *at a dinner honoring her 10 years of service to the company.*

What it taught you?
Know your facts and pay attention to detail. And the importance of keeping a captive audience engaged.

Your idea of a perfect day alone?
With a book on the beach. The sea is the greatest source of energy and appreciation for life for me.

Most prized possession
My passports and diplomas, as well as some photos and paintings I brought from my house in Bulgaria.

Favorite celebrity encounter
I have met both James Wolfensohn and Michele Camdessus (at the time, heads of the World Bank and the International Monetary Fund, respectively). And a Nobel Prize winner — Alexei Abrikosov, physics.

Manager's profile
"Anna has made a great contribution to our research over the past 10 years, her knowledge and experience as a leading economist help to greatly improve customer perception of IDC as a thought leader on macroeconomic issues. She is always collaborative, approachable, reliable and never afraid to share her own perspective and opinions. Despite being an economist, she also has a great sense of humor and is a real pleasure to work with."
— Stephen Minton, VP, Worldwide Markets and Strategies, IDC GRO

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Kirk Campbell *IDC*
Martin Faltström *IDG Sweden*
Patrick Gorman *IDC*
Susanna Hinds *IDG International Publishing Services*
Lennard Hoogenraad *IDG Netherlands*
Therese Järnanka *IDG Sweden*
Serge Leblal *IT New Info*
Armando Rodriguez *PCW/MW/GamePro*
Tom Sanders *IDG Netherlands*
Sander van der Meijs *IDG Netherlands*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

VEVA

IDG World Update

7 NOVEMBER 2011
VOLUME 41, NUMBER 41

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Computer Sweden All Inclusive puts emphasis on content

Subscription offers access to magazine, three apps, premium online content

MARCUS JERRÄNG

*The CS All Inclusive team shows off their new Computer Sweden apps. (L-R): **Pingis Hadenius**, publisher; **Johannes Hansson**, senior developer; **Magnus Müller**, development lead; **Sofia Lindvall**, developer; **Ola Ljungstedt**, developer; **Pontus Jeppsson**, business manager, apps and mobile; **Daniel Goldberg**, news editor and project lead.*

With its launch of Computer Sweden All Inclusive, the brand last month took a big step toward reinventing itself for a digital future. Ten months in the planning and execution, CS All Inclusive "is a very big deal for us — probably one of the biggest projects of this kind we've ever undertaken," said **Daniel Goldberg**, news editor and project lead. "Our ultimate goal is to shift our readers' perception of us from a print title to a brand that encompasses various channels, mostly digital. We want subscribers to feel that they are paying for content rather than a specific distribution channel," he said.

For now, Computer Sweden All Inclusive comprises the twice-weekly print magazine, a bi-weekly weekend/lifestyle supplement called CS Life, three apps — one each for the iPad, iPhone and Android devices — as well as exclusive content on the Computer Sweden website. Readers with a paid subscription to Computer Sweden receive the package at no additional

continued on page 4

IDG Germany, IGS team up to strengthen ties to key clients

Inside this issue

Macworld U.K. and Quark court business audience with new app event *page 2*

China Computerworld staff visits IDG Sweden *page 2*

IDG Vietnam holds CIO Summit and Vietnam Finance events in Hanoi *page 2*

IDG Australia has gone Google *page 2*

One on one: IDG Research Services VP/General Manager Janet King *page 3*

Celebrating10: IDG Enterprise's Ann Harris *page 8*

IDG Global Solutions and IDG Germany teamed up last month to strengthen relationships with some of the company's key clients in the U.S. and U.K. while showcasing IDG Germany's local market expertise and innovative marketing programs. Four IGS clients from the U.S. traveled to Munich for a week of market/media education — liberally interspersed with a variety of recreational activities — and were joined at the beginning of the week by nine clients from large London-based agencies for a memorable trip to Oktoberfest.

The week's activities were coordinated by IDG Germany and personalized for each of the U.S. clients to ensure they got maximum benefit from the trip, noted IGS VP U.S. and APAC **Michael Mullaney**. "For instance, we set up a meeting for the Citrix client with Citrix Germany, and, since we were also part of this meeting, Citrix included us in their global/local internal conversations."

"The feedback from the clients we invited has been exceptional," said **Sebastian Woerle**, associate publisher/

*Dr. **Ronald Wiltscheck**, associate editor-in-chief at Channelpartner, discusses Germany's channel market. To his left is **Karsten Linde**, director mobile business at IDG Business Media; and **Michael Mullaney**. Other participants include clients from Avaya, HP and Citrix.*

VP sales for IDG Business Media GmbH. "We have created not only more educated and informed clients but more important, strong advocates of IDG Germany who better understand IDG's capabilities and market-leading position."

continued on page 5

in brief newsworthy

Macworld U.K. and Quark court business audience with new app event

Macworld U.K. recently hosted a first-time event targeted to a business audience looking to create their first app or learn more about how apps can be integrated into their existing business and enhance revenue opportunities.

In keeping with the event's tagline, "Get your app together," participants from small to medium-size enterprises did just that. Attendees included managing directors,creative directors, graphic designers and digital managers.

The one-day Mac App Create Sessions in London, was held in partnership with Quark, which offers a full software solution for app enthusiasts. The curriculum took attendees through all the steps of building and testing an app to selling profitable apps in the App Store. No coding knowledge was required.

Quark underwrote the costs — some £7,000 (US$11,213) — and Macworld sold tickets for the event at £99 ($158).

"We exceeded our goal of 100 attendees by 21, which generated £12,000 ($19,223) in delegate money that flowed directly to the bottom line for the event," said Publishing Director **Mustafa Mustafa**.

Macworld U.K. Editor-in-chief **Mark Hattersley** participated in the program along with two Quark product managers. Quark offered attendees discounts on a full license or upgrade on QuarkXPress 9.

Following the 8 a.m. to 4 p.m. program, which included lunch, attendees enjoyed a two-hour networking session.

The Macworld team plans to organize another session early next year.

Write to mustafa@idg.co.uk. WU

China CW staff visits IDG Sweden

*Several China Computerworld employees who attended last month's Global Product Line Meeting in Denmark spent a day at IDG Sweden on their return trip. IDG Sweden Enterprise IT Publisher **Pingis Hadenius** (far right) put together an agenda that focused on how IDG Sweden runs its business, and her team also learned about the Chinese market. IDG Sweden Director of Marketing **Martin Fältström** (far left) also participated. China CW employees included (not in order) : **Xiang Huang**, **Frank Yang**, **Helen Zheng**, **Wang Xin**, **Li Yingqiang**, **Yin Yong** and **Li Zheng**.*

IDG Australia has gone Google

Over the weekend of Oct. 22-23, IDG Australia completed the final phase of migrating its email infrastructure from Lotus Notes to Google Apps.

Using the Google migration tools the IT team pushed some 800,000 email, contacts and calendar entries from Lotus as part of the migration.

IDG Australia staff has been removed from the IDG global Lotus Notes address book to allow email to be delivered to their new gmail accounts.

Action item: If you have Notes addresses (firstname lastname/IDGAU) for IDG Australia staff in your personal address book, be sure to update them so they send to firstname_lastname@idg.com.au to ensure timely delivery of email.

*Write to Manager, Information Systems **Andrew Glassock** at andrew_glassock@idg.com.au.*

IDG Vietnam holds CIO Summit and Vietnam Finance events in Hanoi

*Nguyen Minh Hong, Deputy Minister of the Ministry of Information and Communications, delivers opening remarks at CIO Summit 2011. IDG Vietnam Managing Director **Tam Le** is seated, far left.*

IDG Vietnam targeted chief information offers from the ASEAN region and key players in Vietnam's finance industry at back-to-back events in Hanoi recently.

The 7th annual CIO Summit focused on the vision and responsibilities of CIOs in relation to development of enterprises and organizations and the effective application of technologies such as cloud computing and mobile devices. Nine sponsors, led by FPT Information Systems, EMC and IBM, supported the Sept. 28 event. Twelve CIOs from Vietnam, Malaysia and Thailand in a variety of industries were honored as outstanding CIOs in terms of leadership, creativity and innovation.

The eighth annual Vietnam Finance, previously known as Vietnam ICT in Finance, attracted more than 1,000 visitors to its conference and expo Sept. 29-30. Held in conjunction with the Ministry of Finance, this year's event expanded beyond its traditional foucs on IT development in the sector to include a broad array of financial hot topics. More than 30 local and international speakers participated and presented 26 research reports.

*Write to IDG Vietnam PR Manager **Tram Anh Pham** at anh_pham@idg.com.vn.* WU

one on one the interview

Janet King
The general manager/VP/Research of IDG Research Services is this week's columnist. Reach her at janet_king@idgresearch.com.

A team effort

IDG business units worldwide are very supportive of these two global research studies and a critical reason why we were so successful this year. Colleagues from IDG in the U.S., Canada, U.K., Germany, Denmark, the Netherlands, Sweden, Brazil, India, China and Australia all stepped up to help field the survey to their audiences.

IDG Research designs, programs and translates the survey so each country can promote the survey online to their print and online audiences. Thanks to **Davy Adam**'s team in Australia, who had the idea to promote the research in an article on their website, an approach adopted by teams in some of the other countries as well, our response rates were way up this year (14,000 vs. 3,600 survey completes last year).

In addition to the help we get from the brands in fielding the audience insights survey, we also rely on IDG's sales teams in the U.S. and internationally to help promote the advertiser survey to key agencies and vendors. Reps from IDG Global Solutions, IDG Enterprise, PCWorld and others helped us get the word out about the survey and we netted 274 responses this year from advertisers and agencies, up from 100 last year. Thank you to everyone who contributed to this year's survey effort!

Q IDG Research Services recently completed two major global studies, one focused on audience engagement and the other on advertiser engagement. What were some of the top-line findings?

A These two studies, conducted in August and September of this year, provide important insights about engaging both of our customer bases: tech buyers who rely on our media properties for tech-related content, and tech marketers who rely on IDG as a partner for their marketing and advertising needs. More than 14,000 tech buyers from 11 countries and 274 marketing decision makers at key vendors and agencies participated in the research. Among the key findings:

• Digital continues to dominate marketing spending but events account for a growing share of budgets, especially among vendors.

• Tech buyers rely on a variety of sources for tech-related content but despite changes in the landscape regarding how content is procured, published and curated, tech-related websites, tech-related print pubs and tech vendor sites are still the sources buyers most frequently rely on through all stages of the purchase process.

However, as the data below shows, the influence of social and business networking sites continues to grow:

• One-half (51%) of the tech buyers surveyed this year rate recommendations/posts on social or business networking sites extremely or very valuable as a means of finding relevant tech content on the Web, up from 26% last year.

• Trust in social media is growing — only 9% rated social networking sites as extremely/very trustworthy last year — a number that almost doubled to 16% in the current study.

• The percent of social media users following tech-related experts (sites, bloggers, vendors) on social media sites has grown, especially among LinkedIn and Twitter users.

• Among social media users, technology content sites remain the most valuable "social voice" for finding relevant tech-related content. Trusted experts help filter out noise — a finding that is unchanged since last year.

• Tech marketers have responded to these market changes with 95% noting they are investing in social media marketing initiatives, most frequently to increase brand awareness and engagement. In fact, adoption of social media as a component of overall marketing strategy has evolved with the majority of marketers noting that social media marketing is part of their marketing/advertising strategy and is integrated with other media campaigns or marketing activities. And despite some concerns regarding lack of standardized metrics, lack of experience and lack of budgets, this strategy seems to be working with three-quarters of tech marketers reporting their social media marketing initiatives are meeting or exceeding expectations, up from two-thirds last year.

• Mobile device usage is widespread. The research reveals that virtually all respondents own one or more mobile devices and half own two or more devices. Notably, as adoption of tablets has grown, usage patterns have shifted. The percent reading tech news on a tablet and the percent downloading or watching video has grown significantly since last year, putting these two activities in the top three, knocking reading books and magazines out of the top two spots.

• Mobile remains a key priority for tech marketers as well. Two-thirds of marketing decision makers are investing in mobile to increase brand awareness and customer engagement and drive sales. And mobile programs are meeting or exceeding expectations among a growing number of marketing decision makers — particularly among agencies. However, mobile adoption is still largely experimental, not as a far along on the adoption curve as social media marketing initiatives among tech marketers. Limited audience reach, lack of experience and lack of budget may be holding back some mobile investments.

• Video is hot right now and tech buyers are telling us that they want tech-related videos. In fact, 95% are watching tech-related videos, and four out of 10 watch videos at least several times a week. Perhaps more importantly, three-quarters (78%) forward, share or post tech-related videos — a behavior even more common in B2B buyers than B2C.

• Trusted brands matter. Trust drives clicks … 85% of those surveyed report they are more likely to click on a link from a familiar trusted source. Trust also plays a role in lead generation, a key priority for tech marketers today. More than nine out of 10 tech buyers have registered for content or events online or are likely to do so in the future, and trusted, well-respected sites with solid privacy policies as well as reliable, well-respected information sources are key factors in driving those registrations. These results are very consistent with last year's study a fact that in and of itself is interesting given all of the innovation we have seen in the market during the past year. Automated content delivery and content farms have been a frequent topic, but this research shows no degradation in the importance of trusted brands as a driver for attracting and retaining site visitors — trust still matters.

continued on page 6

Computer Sweden

continued from page 1

cost. A yearly subscription to Computer Sweden is SEK 1,500 (US$235).

Although Computer Sweden enjoys a very dominant position in the local market, with some 50,000 paying subscribers and no direct competitors, Goldberg said there has been a slow but steady decline in the number of paid subscriptions. "With our content available for free online for so long now, we've seen our renewal numbers moving in the wrong direction," he said. Estimates put the number of people working in the Swedish IT industry at approximately 200,000, and Goldberg said they are hoping to both slow the number of nonrenewals as well as capture new readers.

"I think we tend to overestimate readers' aversion to paying for content — ours seem to find it pretty natural to pay for information they want."
— Daniel Goldberg, news editor, Computer Sweden

One week after launch, 5,000 subscribers had already gone online to create accounts that give them access to the premium content as well as any of the three apps. Goldberg said the premium content currently being produced caters to the brand's core readers — IT managers and CIOs, who tend to zero in on case studies and interviews with leading players in the field and case studies.

"We are focusing on creating very intelligent, very desirable premium content for our subscribers as a way of reinforcing our leading position and reminding readers that if they work in the industry, they need to be reading Computer Sweden," Goldberg said.

Although some technical difficulties during the first few days after the launch drew some frustrated email from readers, Goldberg said they have not had a single complaint from readers about needing to pay to access premium content. "I think we tend to overestimate readers' aversion to paying for content — ours seem to find it pretty natural to pay for information they want."

Noting that the long-term goal is to increase subscriber loyalty by broadening the All Inclusive offering, Goldberg said they plan to add a searchable archive of Computer Sweden back issues, several new apps and a tablet-optimized website, all available free for subscribers.

Goldberg said that within the next few months, they plan to begin asking subscribers who have created online accounts if they would like to stop receiving their print issue. "We could offer to send it to a school, an important client or to a partner business if they no longer want it." Somewhat surprisingly, Goldberg said, "a few subscribers have already approached us about canceling their print copies."

Within the first week, Computer Sweden's iPad app went straight to No. 1 in the Swedish App Store, and readers logged more than 100,000 pageviews. The iPhone and Android apps have both been downloaded several thousand times each.

To date, CS All Inclusive has had a soft launch with ads on the Computer Sweden website, several full-page ads in the print magazine and direct marketing to all existing subscribers. Beginning this month, it will launch a large direct marketing campaign to attract new subscribers and offer them CS All Inclusive.

For more information, contact Daniel Goldberg at daniel.goldberg@idg.se. WU

IT World Canada launches sales and IT job board aligned with channel brand

IT World Canada, IDG's Toronto-based publishing partner, and JobServe Canada, a division of a global recruitment company, recently launched their newest co-branded niche job board, itsalesjobs.ca. This site, presented by IT World Canada's CDN brand (Computer Dealer News), carries sales and marketing jobs for candidates who want to work in the IT and/or the channel IT industries.

This follows closely on the heels of the immensely successful IT job board (jobs.itworldcanada.com) launched in September 2010. That site remains operational and is aligned with the broader IT World Canada site and primarily targets IT professionals with technical skills.

Fawn Annan, president and group publisher for IT World Canada, said that JobServe is the largest IT job board in the U.K. "Since they came into the Canadian market three years ago, they've operated a broad-based recruitment site, and they wanted to partner with us for the technology side of the business. We are extremely happy with the new site that has been developed through our partnership with them."

This joint partnership offers employers a dual advantage at one low cost. All technology and sales job postings advertised on jobserve.ca will automatically be cross-posted onto the itsalesjobs.ca site and vice versa.

Both IT World Canada sites provide employers with guarantees of the quality of the response with built-in filtering tools to ensure applicants meet the minimum requirements for the job(s).

Publicity for the new site has started across IT World Canada's print and online publications, including ComputerWorld, NetworkWorld, CIO Canada, CDN and itBusiness.ca.

Write to Fawn Annan at fannan@itworldcanada.com.

A few months from now, ITWorld Canada will be able to use an XML-searchable feed to embed jobs within articles to help engagement on both itsalesjobs.ca and jobs.itworldcanada.com.

CIO Germany celebrates 10 years, publishes report in free iPad app

CIO Germany celebrated its first decade with a glittering gala celebration at the Kameha Grand Hotel in Bonn (Germany's Hotel of the Year 2011) at the end of September. Some 300 guests, including 100 CIOs, sponsors, IDG colleagues and friends attended the black-tie dinner. During the evening CIO honored its CIO of the Decade, Klaus Straub, CIO of Audi; as well as the winners in three specific categories: "International Relationships," Patrick Naef, CIO of Emirates, and Guus Dekkers, CIO of Airbus and EADS; "Influence in Society," Tom Endres, CIO of Lufthansa; and "Influence Inside the Company," Rainer Janssen, CIO of Munich Re.

More photos from the CIO 10th anniversary gala are available with this story on IDG Central.

On Oct. 24, CIO published a report on the anniversary celebration in its CIO Plus iPad app, a kiosk-solution inside Apple's App Store, where CIO Germany publishes its extra editions for special single topics. The issue had more than 400 downloads on the first day of publication and continues to be popular, according to **Horst Ellermann**, CIO editor-in-chief. "People love to watch photos and videos of community members," he added. WU

*CIO Germany Editor-in-chief **Horst Ellermann** (right) listens as Klaus Straub, CIO of Audi, accepts his CIO of the Decade award.*

IGS

continued from page 1

***Sandra Holleber,** director of sales, IDG Business Media (front row, far right), organized a group visit to Oktoberfest for IDG Germany colleagues, IGS colleagues from the U.K. and the U.S., and clients from the U.K. and U.S.*

The educational components of the trip were spread over three days, Woerle explained. The first day focused on the company's brands and their positioning with the editors-in-chief of the various B2B brands discussing hot topics and trends. Day two offered the clients a close look at the German market, focusing on the euro crisis and general economic indicators and the local media landscape. The third day highlighted specific products and solutions offered by IDG Germany with an emphasis on mobile, lead-gen and multimedia capabilities, including a tour of the company's webcast studio.

In between, the U.S. visitors, who, in addition to Citrix, represented clients Hewlett-Packard, Avaya and VMWare, enjoyed a hike in the German Alps, sightseeing in Munich and Bonn, an invitation to CIO Gemany's 10th anniversary gala and a day at Oktoberfest.

Although IGS and IDG Germany hosted a similar but much smaller event last year for just two clients, Mullaney said this was a more ambitious effort, adding, "I would say that this time we found the perfect blend of education and entertainment." And while each of these clients has already spent money with IDG Germany, "it is always a good idea to make them more knowledgeable so that they feel more comfortable putting Germany on their schedules," Mullaney said.

Noting that the clients involved were among some of their most important customers, Woerle said they were happy for the chance to show off their local expertise in concert with the global capabilities of IGS. "I believe that the core strength of IDG in a very dynamic market environment is the combination of a strong local approach with the unique ability of IGS to offer cllents global reach," Woerle said. "So I think it is important to work closely with IGS whenever we can. I always trust IGS to select the appropriate people, and they have always done a great job."

Noting that they "got really great and personal feedback from the clients," Woerle shared one typical comment: "It was an absolute pleasure to meet you and the team and learn about IDG Germany's outstanding capabilities in a challenging market. Your hospitality was unrivaled, and I truly appreciate all of the time you spent planning the week, presenting to us, and taking us to some of the most wonderful events and day trips. It was great to meet all of the team members that make our plans take flight — and I look forward to building media plans with you in the future!"

Contact Sebastian Woerle at swoerle@idgbusiness.de or Michael Mullaney at michael_mullaney@idg.com. WU

noteworthy people

New employees

Horsselenberg

Elle Horsselenberg joins **IDG Netherlands** as a designer. She studied graphic media in Amsterdam and enjoys swimming, biking, concerts and trips to Sweden. *ehorsselenberg@idg.nl*

Contant

Also new at **IDG Netherlands** is **Merijn Contant**, site manager for Zoom.nl. He was previously a strategy and concept manager with Sanoma Media and holds a B.A. in communication and multimedia design from the University of Amsterdam. In his free time, he enjoys photography, music, typography and soccer. *mcontant@idg.nl*

Huang

Previously a product manager at ASUS, **Linn Huang** joins **IDC California** as senior research analyst, Clients and Displays. He holds a B.A. in music from the University of California/Berkeley and is currently working toward an MBA from Santa Clara University. He calls himself a "sports fanatic, amateur gastronomist, movie buff and avid dog lover." *lhuang@idc.com*

IDG Global Solutions U.S. has hired **Olivia Kusz** as a sales associate. Previously a customer service coordinator, she holds a B.A. in human computer interaction from Regis College in Weston, Mass. *olivia_kusz@idg.com*

Transfers

Bruno de Andrade Faria is the new account manager for **IDC Latin America**, coming from IDC Brazil where he was a sales executive. He holds a B.S. in business administration from the Universidade Federal do Rio de Janiero and an MBA from Brazil's IMBEC university. *bandrade@idc.com*

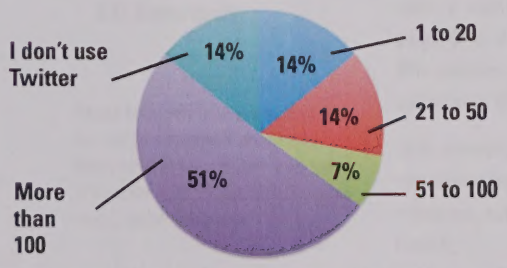
Returning employees

IDG WORLD UPDATE
Gill

Julie Gill joins **IDC** as Vice President IMP (Events and Go-to-Market Services) for the EMEA region. She will be based at IDC U.K. , coming from New Zealand where she spent many years in the media business, most recently as general manager of Fairfax Media Business Group New Zealand. Prior to Fairfax, she was CEO of IDG's New Zealand operation, which was sold to Fairfax; her career also includes experience at VNU and Reed Business. *jgill@idc.com*

Question of the Week results for Oct. 31

How many people do you follow on Twitter?



Log on to www.idgcentral.com to vote on this week's question:
How often do you purchase coupons from collective-buying/discount coupon sites like Groupon, Living Social or DailyDealster?

One on one

continued from page 3

The value of trusted brands is recognized by tech marketers who count audience composition and reach among the top factors shaping investment decisions. Trusted brands help attract qualified audiences for tech marketers. A deeper dive into digital spending allocations reveals that the majority of digital dollars remain concentrated on branded content sites.

Q What did the research say about how tech buyers and tech marketers are aligned around key areas like social, lead gen, mobile, video, and content marketing?

A Social media usage is pervasive among tech buyers not only as a way to connect with friends and family but as a tool for finding relevant technology content; tech marketers are seizing the opportunity to engage with decision makers through this channel, integrating social media initiatives into existing marketing campaigns with increasing success.

Lead gen captures the largest share of digital budgets and ranks among the top three most important marketing/promotional opportunities for tech marketers; IDG can deliver in this area with 95% of our audiences reporting they have registered for content or events online or are likely to do so.

With respect to mobile and video we also see high usage among tech buyers but tech marketers have room to invest more aggressively to take better advantage of the potential to reach their customers through these channels. For mobile, marketers need help moving beyond experimental, ad hoc programs to more fully integrated campaigns; and while video is an area where marketing spend is increasing it still accounts for a fairly low share of overall digital spending.

Custom content (white papers, webcasts, research, tools) ranks high among assets tech buyers are willing to register for online and is a frequent source of interest on tech-related websites — especially for B2B buyers. At the same time, content marketing ranks as one of the top three marketing opportunities for tech marketers but marketers are challenged to produce the quality and quantity of content needed.

Q Were there any new elements measured in this year's research?

A Yes, the survey was revised and expanded a bit this year to expand on last year's findings and to reflect changes in the marketplace. For the audience insights survey, we added a section about tech-related video usage and preferences. We also expanded the social media section to let each country localize the list of social sites we measured since the top sites vary by country and region. With respect to mobile, we dug a little deeper to understand time-of-day usage and attitudes toward mobile advertising. For the advertiser study we measured the impact of ad exchanges and real-time bidding on spending allocations, explored the content marketing challenges advertisers face, and tested interest in outsourcing marketing services capabilities. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

44
Ted Bloom
IDG Corporate Services Group

25
Jose Luis Diaz *IDG Spain*

24
Michelle Chase
IDG Corporate Services Group

23
Jayne Enos
IDG Corporate Services Group
Donna Fraser *IT World Canada*

20
Megan Santosus *IDC*
Johan Egging *IDG Netherlands*

16
Fay Haward *IDG U.K.*

15
Ilana Lammelova
IDG Czech Republic

14
Cynthia Reed
IDG Corporate Services Group

12
Philip Michaels *Macworld*
Sally Zahner *Macworld*
Annelise Fortier *IDG*

11
Alexander Beck *IDG Germany*
Mats Brandon *IDG Sweden*
Shane Hannam
IDG Global Solutions U.K.

9
Bo Lykkegaard *IDC Nordic*
Moira Keating *IDC*

8
Huong Vo *IDG Vietnam*
Rona Shuchat IDC
Annmarie Allen *IDC*
Zoya Zvagin *IDC*
Laura Brisbee *IDC*
Janet Ward
IDG Corporate Services Group
Patrick Burke
IDG Corporate Services Group

7
Charles Harris *IDC*
Eduardo Caceres *IDC Canada*

6
Christopher Breen *Macworld*
Márton Virágh *IDG Hungary*
Timothy Shepheard
IDC Australia
Judith Hanover *IDC*

5
Trine Børve *IDC Nordic*
Krisztián Faragó *IDG Hungary*
Alex Chau *IDC Hong Kong*
Namratha Dharshan
IDC Center for Consultancy & Research (India)
Adelaide Sibbald *IDC*
Anna Müller *IDG Sweden*
Werner Ortler *IDG Switzerland*

4
Martin Noska
IDG Czech Republic

3
Estelle Chapin *IDC France*
Tim Brunt *IDC Canada*

2
Chamanpreet Kahlon
IDG Global Solutions U.K.
Robinson Santos
Now!Digital Business (Brazil)

1
Karen Chu *GamePro*
Matt Glass
PCW | Macworld | GamePro
Balla Zoltán *IDG Hungary*
Jeffery Smith *IDC*
Hans Lima
IDG Corporate Services Group
Sijmen van Schagen
IDG Netherlands

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Polish your writing with IDG Central's Writing Workshop tips

PCWorld Senior Copy Editor **Steven Gray** authors the Writing Workshop employee blog on IDG Central. Here are a few samples from his recent series, Taking the Mundane in Stride, with the original sentence, his commentary and a suggested correction.

Example 1: But it's hard to say for sure how great (or not) this device will be until it becomes available next year.

No one would deny that, since the device doesn't exist yet, an overall assessment of its greatness (or not) is difficult to present with any degree of certainty. That's why you don't need to say it at all.

Better: We look forward to testing this device when it becomes available next year.

Example 2: At the risk of sounding blindingly obvious, today's music market isn't what it was 35 years ago.

The author is wasting the reader's time here, and acknowledging that fact in a semi-apologetic preface doesn't mend the situation.

Better: [delete sentence]

Example 2: It goes without saying, but I will anyway: Caveat emptor. If a deal looks too good to be true, it probably is — now, more so than ever.

Four clichés in 27 words is probably a record for PCWorld — and if it isn't, we don't want to see the titleholder.

Better: Proceed with caution, and don't abandon your common sense in pursuit of a good deal.

Have a grammar or style question? Write to sgray@pcworld.com. You may subscribe to the Writing Workshop blog, which contains four new posts a week, by clicking the Subscribe link on any Writing Workshop page. WU

offline for fun

Take a quick break and test your wit!

Create a caption for the cartoon at right. Go to the home page of IDG Central, click on the cartoon, and post your caption in the comments box.

One winner, chosen in a random drawing of all contributors, will receive an IDG t-shirt.

Submit your caption by Nov. 22. Good luck!

The 5th Wave By Rich Tennant

celebrating 10!

Name
Ann Harris

Home
Brookline, Mass.

Joined IDG
April 1998, National Sales Manager, Internet Commerce Expo (ICE)

Career path
ICE, which was folded into IDG World Expo, then spent three years away from IDG at a dot.com putting public radio and TV stations on the Web. Hired by Computerworld in 2002.

Current title
VP Event Sponsorship Sales focusing on Storage Networking World, a twice-yearly conference focusing on data center solutions, storage networks and business continuity, as well as custom regional events.

Three things I do in a day's work
Talk with prospects about their current initiatives and goals. Write proposals that address the prospects' goals. Secure agreement for event participation.

Most challenging part of your job
Keeping up with the changing landscape within companies with storage and data center products.

Best part of your job
Day-to-day contact with technology marketing professionals — a great group of really smart, energetic people who continually strive to make things happen for their own companies. Also, the chance to work with our own internal Computerworld and IDG Enterprise team — simply a dream team of co-workers.

Interests outside the office
Choral singing, cycling, birding, gardening, travel.

What accomplishment at work are you most proud of?
Holding down the fort over a few sales cycles when I was a "team of one" — and still made/exceeded the budget goal for the events!

Dream destination
Saving my miles for a trip to either Bhutan or New Zealand — or maybe both!

First job?
During my summers as a high school student I worked as a proofreader for an insurance company. I sat in the middle of the typing pool and checked documents by reading aloud to a partner. Around me, about 40 ladies pounded out reports, correspondence and insurance policies on their typewriters. It was a very arduous job, but to this day, I'm still a very good proofreader!

***Ann Harris** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring her decade of service.*

What it taught you?
Always read the fine print and punctuation matters!

Favorite celebrity encounter
I was in the Grenadine Islands sailing with friends a few years ago. We hailed a water taxi to take us to a restaurant on shore. Standing on the dock was a very tan gentleman in shorts, t-shirt and sunglasses who gave me a hand up. After he helped me out, he jumped into the boat and started conversing with the driver. I recognized his voice immediately. I turned back and smiled. He took his shades off and smiled and waved as the boat sped off from the dock. It was Ringo Starr.

Retirement dreams?
Working on my family's farm in Groton, Mass. Wouldn't really consider it retirement, though, as farming is really hard work.

Manager's profile
I'm extremely fortunate to have the opportunity to work with Ann every day. Her leadership and incredible contributions to the Storage Networking World event and Computerworld brand are the result of her focus and dedication to both. Ann is an inspiration to all of us.

— John Amato, vice president/publisher, Computerworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Horst Ellermann *IDG Germany*
Daniel Goldberg *IDG Sweden*
Janet King
IDG Research Services
Michael Mullaney
IDG Global Solutions
Mustafa Mustafa *IDG U.K.*
Tram Anh Pham *IDG Vietnam*
Sebastian Woerle
IDG Germany

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

14 NOVEMBER 2011
VOLUME 41, NUMBER 42

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Massachusetts employees rate IDG a 'top place to work'

*On hand to accept the award on behalf of IDG were (l-r): IDC HR Manager **Leah Barton**, IDC VP HR and Education **Debra Bernardi**, IDG Strategic Marketing Services Director Communications & Marketing Programs **Howard Sholkin**, IDC Executive Recruiter **Susan Brown**, IDG Enterprise SVP HR **Patty Chisholm**, IDC HR Manager **Sue Madaio** and IDG Enterprise Senior HR Representative **Mary Scanlon**.*

IDG is among a select group of companies named to the Boston Globe's "Top Places to Work in Massachusetts" list. The ranking, which honors employers for focusing on their key asset — their people — is based on employee feedback provided via an anonymous online survey during the month of June. IDG was ranked No. 31 among midsize employers in the state.

"IDG is focused on creating a workplace environment that attracts and retains the most talented employees," said IDG Chairman **Pat McGovern**. "Our employees' dedication and commitment to excellence has enabled IDG to become the foremost technology media, research and events company in the world, so I am delighted that we have been recognized as one of the top places to work in Massachusetts."

To compile its rankings, the Globe partnered with Workplace Dynamics of Exton, Pa., to survey employees at the 237 participating companies. Each employer was measured on six factors: direction, execution, managers, career, workplace conditions and pay and benefits.

continued on page 7

GamePro reinvents itself as a high-end quarterly publication

Inside this issue

One on one: IDG SMS Program Developer Colin Browning *page 3*

Computerwoche hosts first Best in Cloud event *page 4*

CIO's Pocket MBA program aligns business and IT *page 5*

Celebrating 20: IDG Sweden's Annika Svanström visits Cape Verde *page 8*

GamePro is facing down the difficult economics of magazine publishing by turning its monthly publication into a lavish, art- and feature-heavy, high-end quarterly. The first issue of the 'new' GamePro arrived on newsstands last week priced at $9.99. The 148-page issue with a dual matte cover had a 100,000 copy print run and is "something you want to keep," said **Julian Rignall**, GamePro VP, Content.

"We believe that people who buy magazines these days are after a quality product," Rignall said. "They are less sensitive about price and still enjoy that old-school magazine feel of a thick, solid read. We want to deliver that and make our audience feel like they're getting as good a magazine reading experience as we can make. A higher-quality magazine brings éclat."

The new quarterly will be sold only on newsstands.

Gaming magazine advertising is more of a challenge these days, according to **Marci Yamaguchi Hughes**, GamePro president. "With a quarterly we can target the biggest buying times of the year, both for game marketers selling games and for those buying the advertising to market those games," she said.

"Gaming in the U.S. is a seasonal business with four selling peaks during the year around Easter, the summer months, Thanksgiving and Christmas," Rignall added. "That's when there is lots of advertising for lots of interesting games." GamePro, he said, did well at these peak times of the year and "dreadfully" at others.

"Having trimmed out eight issues allows us to go up-market," he said. "We have more space for longer, different kinds of edito-

continued on page 2

GamePro

continued from page 1

rial stories. We can chronicle what's going on in the industry over a longer period than just a month, which gives us a jumping-off point for more detailed feature articles." Bigger issues with more feature-oriented editorial lets GamePro "geek out about the industry," Rignall said, and create a snapshot in time that readers can use as a historical document. "We don't want GamePro to be just a throwaway you buy at the airport newsstand and are done with before your plane takes off. We want to create a cool magazine with cultural relevance that precipitates memories."

IDG WORLD UPDATE

*(L-R): GamePro President **Marci Yamaguchi Hughes**, Art Director **Karen Chu**, Senior Editor **Patrick Shaw**, Executive Editor **Tom Price** and VP, Content **Julian Rignall**.*

Rignall said he believed the quarterly would expand GamePro's core audience, although its sales outlets — it will only be available newsstands — could be "challenging. We're pinning our hopes on airports and higher-end bookstores," he said. "People who read magazines want to read something; people who read online want to skim. We're providing information and targeting the National Public Radio crowd — people who are smarter than the average bear."

According to Rignall, none of GamePro's competitors offer a similar publication. "That's another part of the reason we've done this," he said. "I expect other gaming publications will follow suit if we do well. It's so hard to keep a magazine fed in terms of ads, and people do seem to want a more high-production read."

"We're targeting the National Public Radio crowd — people who are smarter than the average bear."
— Julian Rignall, VP, Content

There are 17 advertisers in the new quarterly, including Microsoft, Samsung, Rockstar energy drink and Hyundai, GamePro's first auto manufacturer. "We're selling the quarterly to advertisers as a high-quality publication that will garner a quality audience that believes in print and is heavily invested in gaming," Rignall said.

GamePro is using its website to raise awareness of the revamped magazine (http://idg.me/uWxfe4) and its editors are using their Twitter accounts to tease the magazine to their followers. "We want to reach hard-core gamers who would be interested in this as a premium collectible, something you want to keep that's good value for the money," Rignall noted. Hughes added that GamePro content has been promoted within its sister publication PCWorld, which runs a gaming column with GamePro content "and will continue to do so when it makes sense."

Current GamePro subscribers will be sent copies of PCWorld for the remainder of their subscription, with an opt-out option for those not wishing to receive the magazine.

Rignall said the key players behind the new quarterly were Executive Editor **Tom Price**, Senior Editor **Patrick Shaw** and Art Director **Karen Chu** who collaborated in "a real team effort."

For more information contact Julian Rignall at jrignall@gamepro.com.

WU

GamePro's FY2012 editorial calendar

The next year of GamePro's new quarterly issues break out as follows:

Winter 2011: Holiday buying guide, 2012 industry preview and an in-depth look at the fall gaming franchises.

Spring 2012: An E3 trade show preview and a focus on gaming consoles.

Summer 2012: What gamers should be playing this summer and a look back a previous generations of console players.

Fall 2012: Winter gaming preview, holiday shopping list advice and what gamers will be playing in 2013.

Lavish artwork features prominently in the new layout.

one on one the interview

Colin Browning
The program developer for IDG Strategic Marketing Services is this week's columnist. Reach him at colin_browning@idg.com.

"While every market and sector may have to approach social media differently to adapt to their market, that all can certainly leverage it to their advantage."

Q You spoke about the topic of social media at the recent Global Product Line Meeting. Can you share some of the key points from your talk?

A Yes, my talk at the GPLM in Copenhagen was on Getting Started in Social Media. I started with some key statistics on social media as well as lessons learned from a variety of social media programs we have created and executed for clients. Some of my current favorite social media stats are that 25% of all time spent online is spent on social media (Nielsen). The other number that I love is that nearly 70% of B2B marketers are shifting their budgets toward social media (socialnomics), which is estimated to be $4.26 billion spent in social media marketing in 2011 (eMarketer).

The challenge for my talk was to provide perspective that matched the range of the attendees across IDG's businesses. I wanted to offer a broad perspective that included B2B to prosumer, editorial to client-sponsored, as well as a global perspective. With the help of [IDG Training & Development Director] **Laurie Butson** and [Human Resources Director] **Beth Ramistella**, we put together a great panel that included **Alexa Wriggins**, of PCWorld, **Dan Shaw** of Strategic Marketing Services U.K., **Tom Sanders** of IDG Netherlands and **Andre Horn** of GameStar in Germany.

This panel did a fantastic job of showing firsthand that social media is an incredibly flexible tool that readily adapts to the needs of the market. While there were many similarities between these very different groups and how they use social media, I was most interested in the differences. For example, some of the blogger programs that we have had success with in the U.S., do not work as well in the U.K. or Europe, but the U.K. has created some very strong sponsored Twitter programs that we have difficulty producing in the U.S. I think that attendees got to see that while every market and sector may have to approach social media differently to adapt to their market, that all can certainly leverage it to their advantage. [Ed. note: Browning's presentation is available under the GPLM 2011 tab on IDG Central.]

Q How are external bloggers and influencers being used in U.S. programs now?

A We are using external bloggers on both the HP Enterprise CIO Forum and the soon-to-be-launched Dell New Fulcrum Point programs. For the HP program, the bloggers are writing targeted posts that appear on the bloggers' own sites. These are clearly identified as sponsored posts by our clients, and we request that the blogger write on a given theme (for example, enterprise security), but other than that, we do not influence content in any way. All of the posts link back to the client site (the HP Enterprise Forum) through the sponsor disclosure message that is at the top and bottom of each post. Here is a quick example of one of the sponsored posts: http://www.ocdqblog.com/home/the-partly-cloudy-cio.html. The bloggers are promoting the posts to their audiences in an effort to increase the targeted awareness of the program. Typically this promotion is through social media channels, such as Twitter, Facebook, LinkedIn and Google+.

Q What tools do you use to identify bloggers and targeted communities?

A Blogger discovery can be very challenging. We try to find bloggers who are respected authorities on their topic and who have strong followings not only on their blogs but also on Twitter as well. We have found that working with bloggers with strong blog and Twitter followings gives us two great ways to reach their audiences. To find and evaluate these bloggers we use a wide variety of tools: eCairn, Radian6, PostRank, Google, Technorati and others. While all these tools help us to arrive at an initial list, we always need to personally evaluate the list and then speak to each blogger before they participate in one of our programs.

In some cases, bloggers will simply not want to take on sponsorships or can be overpriced for our budgets. One thing that always impresses me is that bloggers are typically eager to work with an authority like IDG and our impressive clients. As I mention above we always stress that we do not want to influence their writing. In fact, when I work with them, I will typically ask if they have additional ideas for how they would like to help to sponsor the client. This has led to podcasts, themed series of posts and other great ideas that get the bloggers very excited about working with us.

I think that my own experience as a blogger and having IDG behind me helps to create a lot of credibility in working with a pool of very talented, independent writers. In any given month I am working with six to 10 different bloggers on a range of topics and programs. I really look at them as an extension of my team that I can count on to not only write and promote but also to bring new ideas to the table on their subjects.

Q How many bloggers do you hire to work on a typical client program?

A It does depend on the market, topic and client goals and objectives. To date, on the B2B programs that have been focused on enterprise technology we have worked with four to six bloggers per month. What I try to do is understand that the bloggers have worked very hard to create a relationship with their audi-

continued on page 6

Computerwoche's Best in Cloud event borrows from DEMO

IDG Germany's Computerwoche borrowed some concepts and a highly selective application process from DEMO, IDG's new-products launch conference, and organized its first — and financially very successful — Best In Cloud event in Frankfurt Oct. 13-14.

"Our slogan for Best In Cloud was "Is cloud computing a phantom?" said Executive Producer **Chi Zhang**. "Everyone is talking about it, but nobody is seeing it. Our goal was to identify real-life cloud computing projects vendors have developed that provided clear benefits to their clients, showcase them live, produce editorial content in Computerwoche and reward the clear winners."

"Our goal was to identify real-life cloud computing projects vendors have developed that provided clear benefits to their clients, showcase them live, produce editorial content in Computerwoche, and reward the clear winners."

— Chi Zhang, executive producer, Best in Cloud

The Computerwoche team partnered with SYS-CON Media in the U.S. and BITKOM in Germany to help identify cloud projects that could be potential applicants. The Best in Cloud website, www.best-in-cloud.de, debuted in March with application instructions.

Along with a nonrefundable entrance fee of €300 (US$403), vendors had to indicate the name of the customer, why the business decided to use the cloud, what the project involved, its duration, use of in-house or outsourced professionals and how IT decision makers were involved. Of the 117 applications received by July, Zhang selected 50 to proceed to the next phase of review.

A 10-member jury of cloud experts recruited by Computerwoche Editor-in-chief **Heinrich Vaske** then selected 35 finalists to participate in a DEMO-like showcase at the October event. Each finalist paid a fee of €6,500 ($8,850) for the opportunity to have a six-minute speaking slot to showcase their project and a booth in the cloud pavilion.

As a prelude, case studies of the 35 finalists were included in a special issue, Computerwoche Plus, on Sept. 7.

The 220 Best in Cloud attendees included IT decision makers from companies of all sizes as well as non-IT executives such as CFOs and chief operations managers. Some received complimentary admission, others paid €350 ($476). Each finalist received a free ticket for a customer representative from their project.

In Frankfurt, five finalists competed in each of seven categories: Infrastructure as a Service, Software as a Service (SaaS) Private Cloud, SaaS Public Cloud, SaaS Hybrid Cloud, Platform as a Service, Cloud Enabling Software and Special Projects (i.e., vertical industries).

*Computerwoche Editor-in-Chief **Heinrich Vaske** (right) presented an award to one of the winners, Sven Jaenchen, director of sales and marketing at ubigrate GmbH, at the Best In Cloud event in Frankfurt last month.*

After the six-minute overview, the jury had four minutes for a Q&A with each finalist. During breaks in the program, all attendees were asked to visit the cloud pavilion to interact with the finalists. Each attendee received seven pieces of paper in seven different colors, and they used these to vote for their favorite project in each category. Their votes, along with the results of the jury's one-hour deliberation on the final day, produced the seven overall winners.

Additional speaking opportunities at the event went to the Gold sponsor (CA Technologies) and three Platinum sponsors (Fujitsu, British Telecom and Trend Micro) that supported the Best in Cloud initiative. Each of those sponsors also submitted applications, but in a nod to the independence of the jury, one of them, Trend Micro, did not make it to the finalist stage.

Zhang said that while its new events don't often make much profit in the first year or two as they establish themselves in the market, Best in Cloud had a turnover of more than €300,000 ($413,640) on an investment of €140,000 ($193,032).

The German state of Hessen, home of Frankfurt, has already signed on as an official supporter of next year's Best In Cloud, which will be held Nov. 14-15 in Frankfurt.

Write to czhang@idgbusiness.de. WU

Send event photos to World Update

Tell you peers in the IDG community about your company's recent event. What worked best? What new marketing, sales, content ideas or other initiatives did you try?

Photos — ideally with business unit employees — and info may be sent to world_update@idg.com.

CIO's Pocket MBA program aligns business and IT

IDG Enterprise's CIO magazine and Boston University's School of Management have worked together for the last five years on an international program that educates C-level and senior technology managers on how to better align the worlds of business and IT. The 10th CIO Pocket MBA program was held Oct. 17-21 and drew 53 attendees from 13 countries.

"The program is designed for new CIOs, up-and-coming CIOs, CTOs and senior technology managers from across the globe," said **Lori Spendley**, IDGE event marketing director. "Participants hone and build on their portfolio of management and technology skills while assessing and communicating the business impact that IT can bring to their organization."

Participants in the recent program were split between U.S. and international companies, with students coming from Canada, Germany, Ireland, Italy, the Netherlands, Nigeria, Sweden, Switzerland and the United Arab Emirates.

The week-long program is offered twice a year at Boston University's School of Management. Two Boston University professors, John C. Henderson and N. Venkatraman, have pioneered research on the strategic alignment between business and technology. The CIO Pocket MBA program reflects the refinements and extensions of their ideas as carried out by them and other faculty members at the School of Management.

*CIO Executive Council VP **Steve Dodman** assisted with the graduation last month.*

Spendley said the School of Management is "well-respected, and this program offers a valuable and unique opportunity for our valued CIO community members and prospects." Calling the Pocket MBA program both a revenue and a branding opportunity, Spendley said the course "helps round out our prestigious CIO portfolio of events and is a valuable offering to our CIO magazine subscribers and the CIO Executive Council members and prospects."

According to **Ellen Daly**, IDG SVP, Events, Boston University sought out CIO through IDG Communications CEO **Bob Carrigan**. "They had a mini Pocket MBA product — for lawyers, I believe — and wanted to do one for tech leaders."

Among the many topics discussed during the week are The Network Era: Opportunities and Challenges; Assessing the Strategic Landscape; Managing Disruption and Change and Evaluating IT Investment and Measuring Business Value.

*(From left): IDGE Event Marketing Director **Lori Spendley** and IDGE SVP/Events **Ellen Daly** are two of the key coordinators of the CIO Pocket MBA program.*

While BU faculty members serve as instructors, Spendley said that CIO magazine and the CIO Executive Council participate by contributing content ideas and addressing the students during the welcome reception, luncheon and/or graduation ceremony to represent the CIO brand.

Among the prerequisites for the course is an understanding of financial accounting; participants can take an online BU Principles of Accounting course four weeks before the start of the program to fulfill this requirement.

The CIO Pocket MBA program costs $4,295 per attendee; discounts are available to CIO Executive Council members. Daly said as far as she knows, course graduates are not eligible for discounts if they or their company join the CIO Executive Council. "This is a very non-commercial venture; once they pay their tuition, we don't sell them anything. This is more in the spirit of an educational alliance."

> ***"The program far exceeded my expectations."***
>
> ***— CIO Pocket MBA graduate***

"The program far exceeded my expectations," an October graduate said. "The content provided insight on C-level thinking, how to sell an idea to the executive office using their language, and changed my traditional thinking of 'changing but keeping everything the same' to 'changing for innovative, transformational results.'"

Go to http://smg.bu.edu/exec/elc/cio/ or contact Lori Spendley at lspendley@idgenterprise.com.

WU

Pocket MBA personnel

A number of IDG Enterprise employees contribute to the CIO Pocket MBA program. **Maryfran Johnson**, editor-in-chief, CIO magazine and Events, has participated in the program for several years. "She and I work every year with the director and dean and Boston University to refresh the content by discussing changes in the industry and reading previous course evaluations," said IDGE SVP/Events **Ellen Daly**, who's been involved with the program since its inception. Computerworld Executive Editor, Events **Julia King**, who focuses on the CIO title, also participated in the program last year."

Other IDGE executives who have spoken at the event include Daly; IDGE VP, Marketing and Content Strategy **Anne McCrory** (also a BU MBA alumna); CIO Executive Council SVP/General Manager **Pam Stenson** and CIO Executive Council VP **Steve Dodman**. Event Marketing Manager **Kelley Palmer** is also involved in organizing the program.

noteworthy people

New employees

Previously an account/customer manager with Centage, **Kimberly Andrews** joins **IDG Enterprise** as an event sales manager. She holds an associate's B.A. from Husson University in Bangor, Maine, and works as a care consultant with Mary Kay Cosmetics. *kandrews@idgenterprise.com*

Macworld has hired **Leah Yamshon** as a staff editor. She was previously a freelancer and has worked for PCWorld and PCWorld.com. A graduate of New York University, she holds a B.A. in journalism and politics and enjoys travel, biking and spending time with her dog. *lyamshon@macworld.com*

Yamshon

IDG WORLD UPDATE

New at **IDG Netherlands** is BtoB Publisher **Maringo Vlijter**. Previously a management consultant at MexiPi and a social media publisher at Sanoma Digital, he holds a B.A. in political science and advertising from Xavier University in Cincinnati, Ohio, and an M.A. in international relations from the University of Amsterdam. In his free time he enjoys fitness, reading and cooking. *mvlijter@idg.nl*

Vlijter

IDG U.K. has hired **Robert Thomas** as SEO and analytic manager. He comes from Mindshare Worldwide where he was an SEO account manager, managing a portfolio of large, blue chip company websites including KFC, Unilever and SAP. He earned a B.A. in Internet and e-business from the U.K.'s University of Bedfordshire and holds an SEO Certification Course award. A qualified boxing coach, he also enjoys martial arts, cooking, gadgets and learning Spanish. *robert_thomas@idg.co.uk*

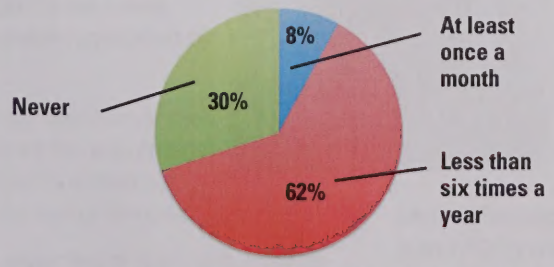
IDG Twitter lists are on IDG Central

For an at-a-glance reference to see the IDG brands, journalists, analysts and other employees on Twitter, go to the Resources link on the home page of www.idg-central.com. Click on the Twitter Accounts link under IDG Central Resources. There are two lists: one for IDG employees and another for IDG brands.

If you or your brand is not listed, send Twitter handle to idgcentral@idg.com. Updates and edits always welcome.

Question of the Week results for Nov. 4

How often do you purchase coupons from group buying/daily discount sites like Groupon and Living Social?



Log on to www.idgcentral.com to vote on this week's question:
What's your favorite game app?

One on one

continued from page 3

ence through their blog. We need to respect that and try to similarly create a relationship with them so that we can then capture their audience. The blogger relationship would then be a series of posts over the course of two to three months, so that their audience continues to be exposed to the message and sees that the blogger is really behind our program.

Q How important are these bloggers to your client programs?

A The bloggers are absolutely driving traffic, creating content and building overall awareness of client programs. Perhaps the most powerful driver is the combined efforts of influential bloggers, community threading and the Twitter accounts that we have created for the program. One example that shows how these work together was on our HP Enterprise CIO Forum account where we were able to capitalize on a unique opportunity when Amazon had the outage of its cloud services. We are working with one of the top cloud computing bloggers, and we asked him to create a post that day related to the Amazon issue. He responded with a fantastic post, telling people that this was not the end of cloud computing, but simply a reminder that we need to be careful about vendor selection and backup plans. We then coordinated with our community manager to tweet his about his post, our threader to broadcast the sponsored cloud computing post to targeted communities and with HP to ensure that their bloggers were aware of this sponsored post to tweet to their audiences. The results were fantastic. The post was widely retweeted and quoted and drove large volumes of traffic back to the Enterprise CIO Forum site and to HP.

Q What is a "threader"?

A Enhanced Community Threading is one of our more popular social media programs. We first identify five of the most active communities or blogs that are focused on the topic that is relevant to the client's campaign (for example cloud computing or storage). Our threader is typically an experienced writer in the enterprise IT space who also deeply understands social media and how to properly engage with audiences. These threaders will then first "listen" to the communities and follow all the current discussions to get a sense of what is popular and how the community members react to new members. The threader will then be on the lookout for a conversation that is relevant to the client's messaging and continue the conversation with a reply, providing additional information, typically in the form of a key statistic with a link to a client white paper or case study. This simple method has been very well received, not only by our clients but also by the communities. The links typically drive highly targeted and well-qualified traffic back to client sites. WU

A longer version of this column appears on IDG Central at www.idgcentral.com.

Anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Patrick Gorman *IDC*
Jim Duffy *Network World*

19
Grazyna Skibniewska *IDG Poland*

18
Marc Ferranti *IDG News Service*

17
Piper Fowler Sheer *IDG Communications*
Eric Sheppard *IDC*

16
Steven Gray *PCWorld*

14
Sandra Andersson *IDG Sweden*
Meredith Levinson *CXO Media*
Andrew Glassock *IDG Australia*

13
Ellie St. Louis *CXO Media*
Tom Spring *PCWorld*

11
Danielle Williams *IDC Nordic*
John Richard Gole *IDC*

9
Fung-Yee Tang *IDC U.K.*
Donald Botts *IDG Int'l Publishing Services*
Sureshpal Singh *IDC Singapore*

8
Teresina Cardamone *IDG Strategic Marketing Services*
Jeanne Lowe *IDC*

7
Kenichi Kusano *IDC Japan*
Johanna Himes *IDG Enterprise*

6
Share Pancha *IDG U.K.*
Paul Crew *IDC U.K.*
Jim Malone *IDG Enterprise*
Kelvin Tse *iDG Australia*

5
James Lee *IDG Global Solutions EMEA*
Ingemar Jansson *IDG Sweden*
Maureen McNeil *IDG World Expo*
Alida Roberts *IDG World Expo*
Brian Rusciano *IDG World Expo*
Kandavel O. Maruswamy *IDC Center for Consultancy and Research (India)*

4
Nino Kerl *IDG Germany*
Bruno Freitas *IDC Brazil*
Dan Hunt *CXO Media*
Kay Keough *IDG News Service*
Al Hilwa *IDC*
Fion Chua *IDC Singapore*
Balasubramanian Seshadri *IDC Center for Consultancy and Research (India)*

3
Angelika Kessler *IDG Germany*
Carla Schaefer *IDG Germany*
Rahul Buddhasena *IDC Center for Consultancy and Research (India)*
Alan Tang *IDC Malaysia*
Fletcher Guiness *IDG Australia*

2
Edileuza Soares *Now!Digital Business*
Ali Shareef *IDG Global Solutions EMEA*
Marty Anderson *IDG Enterprise*
Nida Thongnopneua *IDG Enterprise*
Nate Ralph *PCWorld*
Campbell Simpson *IDG Australia*

1
Geoffrey Dognin *IDC U.K.*
Licia Gueye *IDC U.K.*
Akram Al-Zarif *IDG Global Solutions EMEA*
Atif Malik *IT World Canada*
Diloshan Sivakumaren *IT World Canada*
Anna Nilsson *IDG Sweden*
Karin Boos *IDG Germany*
Nicole Raymond *CXO Media*
Sherri Reardon *CXO Media*
Alexander Boverman *IDG*
Daifeng Liu *IDG*
Lisa Gauvin *IDG Enterprise*
Isaac Zafarani *IDG TechNetwork*
Krystal Krizanovic *IDC Australia*
Ivy Tech *IDC Malaysia*
Joanne Trng *IDC Singapore*

Top Places to Work

continued from page 1

Participating employers were placed into one of three size groups, based on the number of employees in Massachusetts. Employers with 100 to 249 workers were considered in the "small" category; 250 to 999 employees put the employer in the "midsize" category; and employers with workforces in excess of 1,000 were ranked in the "large" category. With 743 Massachusetts-based employees, IDG was ranked among midsize workplaces.

More than 480 (65%) of IDG's Massachusetts-based employees responded to the survey. Some representative comments highlighted by the Globe included:

• IDG has always been at the forefront of the media evolution. We have led the way and our market reputation continues to underscore that. Very proud to work for such a company.

• IDG provides everyone, regardless of level, with a fair degree of autonomy. This held true when I was at a very junior level as well as while I was progressing through the ranks.

• My manager values my opinions, allows me to work independently, trusts me, is there when I need him, and encourages us to not miss important times in our children's lives.

• The people are tremendous. Smart, hard-working, high integrity and just truly great people working together to make a difference in our industry.

IDG's policy of rewarding employees who reach 20 years of service with a trip to the destination of their choice was also highlighted in a sidebar to the main article.

Several hundred representatives from the companies listed in the Top 100 Places to Work attended a reception at the Renaissance Boston Waterfront Hotel earlier this month to receive their awards. Each IDG office in Massachusetts will be receiving a plaque in the coming weeks.

More information is available at www.boston.com/topworkplaces. IDG's one-page microsite can be seen at http://boston.topworkplaces.com/company_survey/international-data-g_ma/boston_11. WU

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Sweden's ***Annika Svanström*** *traveled to Cape Verde recently.*

Joined IDG Sweden
December 1989 as a marketing assistant.

Current title
Business Manager, CS Utbildning (IT Training Guide)

Career path
After being a marketing assistant I tried sales, first with classified ads at Computer Sweden and then classified and display ads for a variety of publications including Computer Sweden, MacWorld, CAP & Design, and PC World.

After my marketing examination I became project manager of Computer Sweden's IT Training Guide: print, events and online. It is still a profitable product, and through the years at IDG it has been my "baby." I have also been working with csjobb.se, the leading site in Sweden for IT recruitment.

Where I traveled
I decided to go to Cape Verde with my son, my boyfriend and his son. Cape Verde is a 15-island country off Africa's West coast; only nine of the islands are inhabited. It was discovered by the Portuguese in 1456, and since 1975 it has been an independent country.

Why I picked this trip
This was the perfect trip for traveling with kids and a place that we had not visited before. We stayed at an amazing resort at Boa Vista and enjoyed the huge beach, the food and all kinds of activities.

Trip highlights
Boa Vista is a windy place with a mostly desert environment. The enormous beach is an invitation to great walks in the sun, and our kids enjoyed the waves.

We took a tour all around the island of Boa Vista. There is more wind, and more cliffs, on the northern side.

We also took a trip to a small fishing village, and it felt like we traveled a hundred years back in time. It was a very good experience for our kids, 6 and 8 years old, to see a very different kind of environment and living conditions than what they are used to. The school in the village, for example, was very different from their own. We found that the people didn't mind if we took photos of them, but only if we showed them the results in the screen of the digital camera.

The amazing resort provided lots of activities such as soccer, pool workouts, aerobics classes and dancing. That was all very good for us, since there was so much tasty food at the restaurants.

This was also a great opportunity for us to test living as a family under the same roof. It went well, so now, after two years of dating, we are going to move in together in December!

Thank you IDG!

Outside the resort, there was sand and more sand.

Fishing and harvesting salt are two main sources of income.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Colin Browning *IDG Strategic Marketing Services*
Ellen Daly *IDG Enterprise*
Marci Yamaguchi Hughes *GamePro*
Julian Rignall *GamePro*
Howard Sholkin *IDG SMS*
Lori Spendley *IDG Enterprise*
Annika Svanström *IDG Sweden*
Chi Zhang *IDG Germany*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at www.idg.com.

IDG World Update

21 NOVEMBER 2011
VOLUME 41, NUMBER 43

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Knowledge Vault lets customers connect with busy IT execs

Online resource from IDGE's CSG offers video, slides, white papers and more

***Jim Malone**, senior editorial director, IDGE Custom Solutions Group, serves as host for the Dell Security Knowledge Vault video episodes. Each video is displayed at the bottom of the screen. When a user selects a particular video, the related content assets are displayed beneath the screen.*

After research confirmed that webcasts were starting to lose their appeal for busy executives in search of a quick look at need-to-know information, IDG Enterprise's Custom Solutions Group realized a new solution was needed for clients looking to reach those executives. What they came up with — IDG Enterprise's Knowledge Vault — is an innovative product that helps customers build their business case one chunk of information at a time.

"Our research told us that audiences were starting to tune out from the longer format of traditional webcasts," said **Charles Lee**, SVP, Custom Solutions Group. "Users indicated they were looking for shorter, more easily digestible chunks of information with options to drill down deeper into a topic if they were interested," he said. And a majority said that they preferred on-demand access.

The Knowledge Vault is designed to provide IT executive management with a new resource tool that combines video, PowerPoint presentations, traditional

continued on page 5

Inside this issue

CIO.com, GamePro.com honored with min's Editorial Awards *page 2*

IDG.com's new look, functionality includes more regional information *page 2*

IDG World Expo renames annual event Macworld | iWorld *page 2*

One on one: IDC President and CEO Kirk Campbell *page 3*

PC World Latin America Awards branch into the channel *page 4*

Celebrating 10: IDC's Suzanne Woodruff *page 8*

IDG Sweden showcases marketing expertise in briefing series

A cool topic and a hot meal are proving just the ticket for getting customers to stop by the IDG Sweden office before work for a series of two-hour seminars designed to showcase the company's successful marketing solutions. This month's breakfast briefing, "The Mobile Channel," attracted 130 customers eager to hear from the four speakers on the morning's agenda.

Some 130 customers gathered at the IDG Sweden office earlier this month to learn more about its mobile marketing solutions. The company plans an addition three or four such briefings in FY12.

After being welcomed to the IDG Sweden office by IT Enterprise Publisher **Pingis Hadenius**, who also served as the seminar moderator, attendees heard from the former creative director of New York ad agency Mother, who spoke on "Where the World Is Going and How Much Fun It Will Be When We Are Always Connected." Next up was a marketing director from

continued on page 5

in brief newsworthy

IDG.com's new look, functionality includes more regional information

IDG's newly redesigned corporate website, www.idg.com, went public earlier this month with a modern look and feel and greater home page emphasis on IDG's global reach.

"Overall, the new site is designed to be a more effective sales tool for IDG business units worldwide," said Director of Corporate Communications/Global Headquarters **Susanna Hinds**, who coordinated the redesign process with IDG International Publishing Services Systems Manager **Patrick Kenney**. Input came from IDG executives and managers from a variety of business units including IDG Global Solutions, IDG Strategic Marketing Services and IPS.

The new interactive map provides region-specific statistics.

An outside company, Boston Interactive, led the design efforts over a three-month period and created the signature element: an interactive global map that replaces the old Product Finder. Now visitors can search by region and see audiences, brands and statistics — such as page views and unique visitors per month — for the entire region. One click on a country yields a list of all the products with information about their reach as well as a link to the full entry in the product database. Visitors can then click for contact information for that country.

The map is linked to the current product database, which contains updated information used in the IDG Media Kit.

The site also includes information about global brands by platform, such as digital media (see http://idg.me/vl7Dcq).

The home page includes a real-time feed of tweets from IDG brands, journalists and executives as well as a feed of breaking news from IDG sites around the world.

*IDG.com is continually evolving and comments and suggestions from IDG employees are welcome. Technical suggestions should go to Patrick Kenney at patrick_kenney@idg.com; general content suggestions to Susanna Hinds at susanna_hinds@idg.com or Communications Specialist **Marissa Berenson** at marissa_berenson@idg.com.* WU

IDG in the news: Press clippings available on IDG Central

Links to a selected roundup of IDG press mentions, IT media and tech industry news is on the home page of IDG Central. Updated daily, the content is drawn from a variety of business, general interest and tech media brands. Here's a sample of recent clips:

(From USA Today's Nov. 17 article on Google's digital music store): "There needs to be integration with Google+," says IDC Analyst **Danielle Levitas**. It will need to be "compelling to switch your music over from iTunes." She cautioned, however, that Google+ adoption, in general, may remain limited to "certain technophiles."

(From Agence France Presse's Nov. 16 item on HP's ultrabook laptop): "This category of product breaks new ground and will be a likely choice for businesses to offer to employees looking for a more consumer-centric experience," said IDC Chief Research Officer **Crawford Del Prete**. "We expect Ultrabooks will re-ignite interest in the small form factor PC category, and by 2015 expect 95 million Ultrabooks will be shipping worldwide annually." WU

CIO.com, GamePro.com honored with min's Editorial Awards

CIO.com and GamePro.com each earned two awards at the third annual min's Editorial & Design Awards, announced Nov. 7 in New York City. The honors are:

- Single Article (Online)
Winner: "Facebook's CIO Shares IT Innovation Successes and Failures," June 2, 1011; (http://idg.me/sFXZe2)
by CIO.com Staff Writer **Kristin Burnham**

min's EDITORIAL & DESIGN AWARDS

- Honorable mention: The Impact of PSN's Downtime (And Sony's Response), April 22, 2011; (http://idg.me/rQWUdi)
by GamePro.com Associate Editor/Online **Kat Bailey**

- Blogs (Online); co-winner with TIME
Winner: CIO.com's Career Connection (http://blogs.cio.com/blog/career-connection)
by Senior Online Writer **Meridith Levinson**

- Video Program (Online)
Honorable mention: GP Originals: Hacking, Freedom, and YOU!
by GamePro.com Reviews editor **Will Herring** and Video Editor **Chris Parisi** (http://www.gamepro.com/video/originalseries/157263/psa-hacking-freedom-and-you/).

Editorial and design awards were given in more than 30 categories this year to media brands in business, sports, general interest, tech and many other disciplines.

For the complete list of winners go to www.minonline.com/editorialawards2011/. WU

IDG World Expo renames annual event Macworld | iWorld

In a nod to the long-running event's expanding focus beyond the Mac to include on all varieties of iOS devices and software, IDG World Expo has renamed its January event in San Francisco Macworld | iWorld. Known originally as Macworld Conference and Expo, the 28th annual event is subtitled "The Ultimate iFan Event."

Macworld iWorld THE ULTIMATE iFAN EVENT JANUARY 26-28 2012

Registration for Macworld | iWorld, which will be held Jan. 26-28 at Moscone Center West, opened Oct. 25.

"The brand is evolving to illustrate that the show is about the whole ecosystem of Apple products," said Macworld |iWorld VP and General Manager **Paul Kent**. "Macworld |iWorld goes beyond simply reflecting the current state of the Apple marketplace to amplifying all the different ways that Apple-related products are changing the technology and art landscape every day."

The revamped conference content and expo elements are designed to appeal to both veteran attendees as well as consumers who are new to marketplace. Music, Film and Art Showcases will include performances, screenings, workshops and galleries from individuals creating with Apple products. There will be an expanded Mobile Apps Showcase and a new program of more than 65 Tech Talks with educational sessions, discussions, practical how-to presentations and tips and tricks advice.

For more information go to www.macworldexpo.com. WU

one on one the interview

Kirk Campbell
The president and CEO of IDC is this week's columnist. Reach him at kcampbell@idc.com.

"IDC is excited to be launching on Nov. 30, in partnership with IDG World Expo, the mNext conference, which is IDG's first major forum in the U.S. dedicated to mobility in the enterprise. Much of the content is focused on the hot topic of 'bring your own devices' in the workplace and the associated policy and security implications."

Q How did IDC do from a financial perspective in FY 2011?

A Thanks to the hard work of IDC's employees and their keen focus on meeting our customers' needs, FY 2011 was an excellent year for IDC in terms of overall financial performance. IDC's revenues grew by 8%, which is the best growth rate that we have experienced since prior to the 2008-2009 financial recession. IDC earned in FY 2011 operating profits of $38 million, which was about a $6 million increase from the prior year. In fact, the profit results were the highest that IDC has earned in its 47-year history!

Q How is IDC's global business segmented in terms of revenues from events, research and consulting? How much of IDC's business is from the U.S. versus international?

A IDC's largest and most important product line is our research subscription business, which makes up approximately 60% of IDC's worldwide business. Within the subscription business there are two major product offerings: the Continuous Information Service (CIS) annual market intelligence services and the Tracker products, which deliver quarterly market data. IDC's second largest business is consulting, which comprises about 30% of IDC's total business. Finally, the events business represents 10% of IDC's revenues. The proportion of these major product lines varies greatly depending upon whether you are talking about IDC's worldwide, regional or country business units. For example, IDC's country offices tend to have a much higher percent of their business from consulting and events since those are the products of most relevance to local technology suppliers. On the other hand, our worldwide technology company clients purchase more of IDC's subscription services and consulting.

About 60% of IDC's total revenues come from our international business units while, 40% of our business is from IDC U.S. IDC's largest international region is EMEA (Europe, Middle East and Africa) closely followed by IDC Asia/Pacific.

Q How is IDC's new Emerging Markets research benefiting clients and distinguishing IDC from competitors?

A IDC's strength in terms of its research analyst resources in and research coverage of Emerging Markets is one of the key drivers of IDC's success and is definitely a major differentiator versus our competition. IDC today has more than 500 research analysts located in 40 different emerging countries, which is far more than any of our competitors. Many global technology clients are relying on IDC in Asia, the Middle East, Eastern Europe and Latin America as they pursue their own emerging markets growth strategies since they understand that IDC provides the best analysis and advice. We recently launched a new Emerging Markets Overview subscription service, which we expect to be one of the best-selling IDC research services in FY 2012.

Q In the last year, IDC launched the IDC Executive Program. How is it doing?

A In the fall of 2010 we created the IDC Executive Program for IT Leaders (IEP) in partnership with the CIO Executive Council. The goals of this IEP research advisory program are to rapidly accelerate the number of CIOs, CTOs and other key IT professionals who subscribe to IDC and Insights research advisory services and to bring new IT leaders into the CIO Executive Council. IEP is IDC's most important strategy initiative because it greatly expands IDC's addressable market.

CIOs and other IT management executives who sign up for the full IEP offering join the CIO Executive Council with all of the many benefits associated with its rapidly growing peer-to-peer based IT leadership network. They receive access to an IDC CIO Adviser who helps the executives to be more successful and fully benefit from IDC's resources, and they have access to IDC's industry-specific and horizontal technology research and analysts. We are very pleased with the number of leading end-user companies that signed up for the IEP program in the first year both in the U.S. and overseas. Total sales of IEP in FY 2011 exceeded the budget target by 10%, which is excellent progress. IDC plans to aggressively grow this business in FY 2012. We are currently hiring additional sales talent and also are working even more closely with the CIO Executive Council team to bring in new end-user clients for both IDC and IDG Enterprise.

Q What are some of the hot new IDC research products and services for 2012?

A Our research team is focusing in 2012 on four major trends that are transforming the technology landscape namely, 1) Cloud Computing, 2) Mobility, 3) Big Data and Analytics and 4) Social Business. We are launching unique new research in each of these major areas so you can be sure that these hot topic areas will be in demand with both IDC's end-user and technology vendor clients. In terms of our Tracker products, we will be adding a new Retail Point of

continued on page 7

PC World Latin America Awards branch into the channel

The PC World Latin America Awards' Grand Gala proved once again to be a can't-miss evening for presidents, VPs and other high-level executives from IT companies and agencies doing business in Latin America. The 13th annual gathering in Miami was hosted and produced earlier this month by IDG's longtime publishing partner, the Hispanic American Publishing Group. The event drew 122 attendees and more honored companies — 40 — than ever before.

IT companies nominated their products and services in 33 categories, and judges from the PC World Latin America editorial teams selected the winners.

In addition, six companies received special awards. For the second consecutive year Samsung Electronics Latin America won the Digital World Award, given by the editors to honor a company that has advanced the quality of the digital world in consumers' daily lives. The Product of the Year, also selected by editors, went to Microsoft Windows 365; and Panasonic Latin America received the PC World Latin America Green Award for its commitment to reducing its carbon footprint.

For the People's Choice Award, pcworldenespanol.com readers voted online for their preferred mobile operating system. RIM BlackBerry was the winner with 23% of votes, followed by Mac iOS, 20%; Android and Symbian (Nokia), 19%; and Microsoft Windows Mobile, 18%.

As a preview to The Hispanic American Publishing Group's upcoming online publication, Channel World, which is set to launch in 2012, the evening also included the first Best Distributor Awards. Brightstar Corp. won in the telecommunication category, while

*Hispanic American Publishing Group President **Trino A. Ramos** (right) presents the Product of the Year Award to Microsoft Office Products Regional Manager Diego Silberman.*

TechData was recognized for general IT products. Channel World will address the information needs of the growing number of large distributor conglomerates based in South Florida that target customers in Latin America.

The print edition of PC World en Español is distributed in Argentina, Colombia, Chile, Panamá, Perú, Venezuela, Costa Rica, El Salvador, Honduras, Nicaragua and the Dominican Republic, and its online version, www.pcworldenespanol.com, draws readers from throughout Central and South America.

The Hispanic American Publishing Group is also affiliated with PC World titles in Ecuador and Mexico.

*Contact Hispanic American Publishing Group President **Trino Ramos** at trino_ramos@idglat.com. For a list of award winners go to http://idg.me/rTyUCg.* WU

IDG SMS sponsors B2B's Mobile Marketing Forum in New York

Some 70 marketers, agency pros and vendors attended BtoB's first Mobile Marketing Forum in New York City last week at the Westin Times Square. IDG Strategic Marketing Services was the premier sponsor of the event to underscore IDG's leadership position in mobile marketing.

IDC's **Karsten Weide**, program vice president, Digital Media and Entertainment, delivered the keynote address in which he urged the audience to spend more than planned on mobile. Weide predicted that by 2015, 90% of the U.S. population will be using smartphones and/or tablets.

More than a half dozen IDG clients attended as guests including executives from neo@ogilvy (IBM's agency), SAP and ID Media.

There were two panel discussions that featured marketing executives from American Express, Microsoft and GE and an agency panel represented by gyro NY, Ogilvy, PJA and Stein + Partners.

For more information go to www.btobonline.com/section/mobile_forum#seenit or write to howard_sholkin@idg.com. WU

HOWARD SHOLKIN

***Stacey Levy**, SVP, Sales & Marketing, PCWorld|Macworld; David Rittenhouse, global media strategy director, neo@Ogilvy (IBM agency); IDG Communications CEO **Bob Carrigan**; Brian Geist, group planning director, neo@Ogilvy; and **Matthew Yorke**, president, IDG Global Solutions.*

Knowledge Vault

continued from page 1

webcasts and a resource center into an easy-to-use online and mobile application. The key to IDG Enterprise's Knowledge Vault is its ability to provide busy IT executive management with the right amount of information when and where they need it.

"Fundamental to the Knowledge Vault is taking a broad technology solution, for example, virtualization, and boiling it down to short episodes specific to one aspect, such as storage or server or broader issues like making the case and choosing the right solution," Lee said. An episode includes a high-level what-you-need-to-know video with accompanying PowerPoint deck and up to eight client-supplied drill-down resources (white papers, case studies, etc.).

Each Knowledge Vault can host up to 50 episodes aligned to a topic and can incorporate existing online applications like benchmark tools, demos and other multimedia assets.

One thing that makes a Knowledge Vault highly attractive is its ability to leverage existing client assets. "Oftentimes, our customers will have a lot of existing assets but no way of organizing those assets to tell a coherent and compelling story. Knowledge Vault helps them do that," explained **Karen Wilde**, senior director, program development, IDG Enterprise Custom Solutions Group. "An episode can be built from content the vendor already has, bringing the Knowledge Vault to market in a fraction of the time it takes to create a traditional webcast or a full feature video, thereby letting our vendors extend the value of their content investments and drive leads rapidly."

"One thing that makes a Knowledge Vault highly attractive is its ability to leverage existing client assets. "Oftentimes, our customers will have a lot of existing assets but no way of organizing those assets to tell a coherent and compelling story. Knowledge Vault helps them do that."

— Karen Wilde, senior director, program development, IDGE Custom Solutions Group

In addition to repurposing a client's existing content assets, IDG Custom Solutions often creates new content for clients to use in their Knowledge Vault program, Wilde added.

Each Knowledge Vault program runs for a minimum of three months, Wilde said, and can be continuously updated throughout that period to offer fresh content. The base program costs are between $35,000 and $52,000 and comes complete with 300 to 600 leads. Clients receive weekly lead reports and Google Analytics reporting that provides an aggregate report of session duration, downloads, episodes viewed, resources downloaded, page views and more.

The Knowledge Vault is optimized for mobile with its Knowledge Vault Express player, which is available for use on iPhones and Android devices.

To date, more than 10 Knowledge Vault programs have been sold to clients including Dell, Intel and Hewlett-Packard. An example can be seen at http://idg.me/rVSWCE.

For more information, contact Karen Wilde at kwilde@idgenterprise.com.

WU

Sweden breakfast briefing

continued from page 1

a large IT company (Atea), who spoke about his company's successful mobile campaign with IDG Sweden.

***Pontus Jeppsson** discussed some of Sweden's mobile marketing initiatives. The winner of a mobile contest held in conjunction with the briefing won 30,000 SEK worth of mobile advertising and lunch with Jeppsson.*

A mobile marketing expert from agency Carat discussed a variety of successful mobile campaigns and the morning's final speaker, IDG Sweden Mobile Manager **Pontus Jeppsson**, explained to the audience how easy it is to get started in mobile marketing with IDG.

"Before and during the event we ran a mobile contest in which one lucky customer won mobile advertising worth 30,000 SEK (US$4,000) and a lunch with Pontus Jeppsson," said IDG Sweden Director of Marketing **Martin Fältström**. Two days before the event, IDG Sweden sent attendees a reminder message via SMS, which contained a link to the contest site. To enter, attendees answered three questions about their mobile marketing experiences and plans. On the day of the event, another SMS message went out at 7:00 a.m. alerting attendees: "This is your wake-up call" and containing links to taxi and commuting services. At the conclusion of the briefing, attendees were asked to turn on their phones, and a third SMS message was sent to the winner.

This month's marketing briefing was the eighth the company has held since 2009. Previous briefings focused on: Successful Marketing to the Public Sector; Creative, Measurable and Effective Marketing; The Future of Digital Marketing; Rhetoric; How to Use a Tablet in Marketing; Leads; and Sustainable Advertising. Fältström said IDG Sweden plans to offer an additional three to four breakfast briefings in FY12.

"These events have proven to be a great way to improve our relationship with our customers," Fältström said. "We give them knowledge for free, but of course our sales teams follow up with the participants in a structured way. So the cost for the event, which is less than $3,000, is recouped very quickly."

For more information, contact Martin Fältström at martin.faltstrom@idg.se.

WU

noteworthy people

Promotions

Hirsch

At **IDG Communications Media AG** in Germany, longtime Macwelt Editor-in-chief **Sebastian Hirsch** has been promoted to editor-in-chief of all media channels for PC-WELT as well as publisher of Macwelt. "Sebastian is one of our most talented editors-in-chief," noted IDG Communications Media CEO **York von Heimburg**. "He will lead the creation of a modern-style magazine and the successful development of PC-WELT's online and mobile channels. I am confident in his ability to continue to strengthen PC-WELT's market position." Hirsch originally joined Macwelt in 1994 as editor. *shirsch@macwelt.de*

Löbering

Christian Löbering has been appointed deputy editor-in-chief of PC-WELT where he joins an otherwise unchanged management team consisting of Deputy Editor-in-chief **Andreas Perband** and Print Production Editor **Andrea Kirchmeier** and Online Production Editor **Ingo Kruck.** Löbering, who joined the company in 2003, has served as editor since November 2004. Perband will also assume responsiblity for editorial content in the corporate and custom publishing businesses. *cloebering@pcwelt.de*

Buschbeck-Idlachemi

Marlene Buschbeck-Idlachemi, who has been with Macwelt since 1992, most recently serving as managing editor and deputy editor-in-chief, has been named editor-in-chief. "Marlene is a talented leader with a deep knowledge of the Apple marketplace, and I am pleased that she will now be leading our Macwelt editorial team," said York von Heimburg. "It speaks very well to the talented employees at IDG Communications that we have been able to fill these leadership positions from within our company," von Heimburg added. *mbuschbeck@macwelt.de*

New employees

Curtis

IDG U.K. has hired **Sophie Curtis** as deputy editor for **Techworld**, a title she also held at her previous employer eWeek Europe. She holds a degree in English literature from the U.K.'s Newcastle University and enjoys theater, sailing and music. Among her accomplishments are walking the Inca Trail to Machu Picchu in Peru. *sophie_curtis@idg.co.uk*

Et cetera

Borthwick

IDG Global Solutions, Director, International Sales **Lisa Borthwick** earned an IDM certificate in B2B Marketing last month from the Institute for Direct and Digital Marketing in London.

She received a special Top Student Award as the highest-achieving graduate in the B2B Marketing program. The honor includes a complimentary lifetime membership in the association. Borthwick, who's been with IDG since 2003, wrote about her experiences during the one-year program in the IDM newsletter (http://idg.me/u723WA).

"As a sales director selling to marketers, I wanted to get more insight from a marketer's perspective and understand the challenges that they face," Borthwick said. "I felt that in order to further my career, improve and refine my skills and enable me to advise and develop my team with greater efficiencies, I needed to sit in a marketer's world for a while, and I thought that the best way to do that — as an alternative to taking on a second job — would be to complete a marketing qualification." *lisa_borthwick@idg.com*

All business units are welcome to send information for this column to world_update@idg.com.

Framingham employees help provide Thanksgiving meals for area residents

HANS LIMA

*Accounts Payable Supervisor **Barbara Duphily**, Executive Assistant **Michelle Chase** and Senior Credit Analyst **John Robison** with cartons of food donated by employees at IDG Corporate Services Group in Framingham.*

Employees at IDG's Corporate Services Group will sit down to their Thanksgiving celebrations this week knowing that they have helped ensure that less fortunate area residents will also be enjoying a special meal.

Organized by IDG's Community Service Team, which is chaired by Executive Assistant **Michelle Chase,** the food drive will benefit local residents served by the South Middlesex Opportunity Council's MetroWest Harvest.

MetroWest Harvest was established in 1989 to help address hunger in local communities by collecting and donating food to shelters and food pantries. IDG employees contributed enough food to fill eight cartons as well as donating almost $200 worth of grocery store gift cards.

Anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Annika Svanström *IDG Sweden*
Elizabeth Heichler *IDG News Service*

20
Karen Wilde *IDG Enterprise*

13
Francis Hare *IDC*

11
June Harmon *IDG Denmark*
Ellen Hughes *IDC*
Sean Greathouse *PCWorld | Macworld*

10
Melissa Riofrio *PCWorld | Macworld*

9
Elissa Simpson *IDC U.K.*
Massimo Melis *IDC U.K.*

8
Matthew Egan *PC Advisor*

7
Ellen Moorehead *IDG World Expo*
Salvador Guillen *PCW/Central Services*

6
Andrew Widjaja *IDG Australia*
Sharee Pancha *PC Advisor*
Joseph Pucciarelli *IDC*

5
Ray Anderson *IDG Enterprise*

4
Christine Celli *IDG Enterprise*

1
Joanna Krol *IDG Australia*
Matt Stevenson *IDG Australia*
Roy Roelofs *IDG Netherlands*
Anthony Rolla Rouse *IDG Denmark*
Alejandro Sierra *IDG Spain*
Juliana Rodrigues de Oliveira *IDC Brazil*
Robert Brothers *IDC*
Cynthia Ho *IDC Malaysia*
Siddharth Bhandari *IDC New Zealand*
Desmond Smith *IDC New Zealand*

All business units are invited to send employee anniversary information to world_update@idg.com.

Speaker Interviews from Global Product Line Meeting are on IDG Central

Five-minute interviews with 10 of the presenters at the recent IDG Global Product Line Meeting in Copenhagen have been posted on IDG Central.

The speakers and the topics are:

SEO: Alexa Wriggins, PCWorld | Macworld | GamePro
Custom Publishing: Charles Lee, IDG Strategic Marketing Services
Getting Started with Social Media: Colin Browning, IDG Strategic Marketing Services
How to Grow and Maintain Mobile Audiences: Jason Snell, Macworld
Mobile Ad Campaigns: Lisa Glover, IDG Global Solutions EMEA
Events: Maibritt Møller, IDG Denmark
Digital Magazines & eBooks: Marcus Schwerdtel, IDG Germany
Getting Started with Mobile: Paul Trotter, IDG U.K.
Getting Started with Databases: Jonas Triebel, IDG Germany
Attracting and Retaining Employees: Christine Zwinger, IDG Germany

Click on the 2011 GPLM link on the home page of IDG Central to access the page of GPLM resources, including the interviews.

One on one

continued from page 3

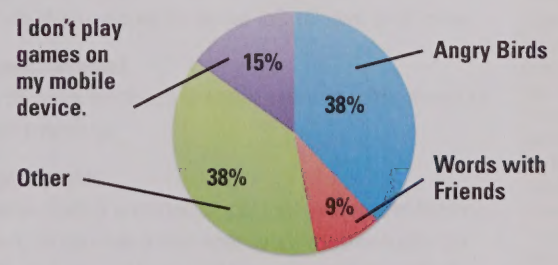
Sale Devices Tracker in 2012 in addition to the Smart Meter and Solar Panel Trackers that we launched this year. We are adding an exciting new Consumer PC Tracker with semiannual data on consumer behavior based on extensive survey research in 25 countries. We also are very pleased to be expanding our monthly PC Tracker product line from China (launched in 2009) to include India, Brazil and Mexico in 2012. Of course, there are many other hot new products and services that IDC is launching in the new year in response to customer needs.

Q What can attendees expect at mNext, the upcoming conference about mobility in the enterprise?

A IDC is excited to be launching on Nov. 30, in partnership with IDG World Expo, the mNext conference, which is IDG's first major forum in the U.S. dedicated to mobility in the enterprise. We also are very pleased to have IDG Enterprise supporting the conference as a major media sponsor and helping us to drive end-user attendance. The majority of attendees at mNext will be enterprise executives who are responsible for their company's IT and mobility strategy. The IDC and IDG World Expo teams have worked closely with an advisory board of top enterprise CIOs and mobile industry players to develop the two-day conference agenda, which offers 24 different sessions. Much of the content is focused on the hot topic of "bring your own devices" in the workplace and the associated policy and security implications as well as on the changing role and structure of the IT organization due to the impact of mobility and IT consumerization. Leading companies such as Ford, FedEx, Genentech, Roche, JP Morgan Chase and Chevron will be presenting to share their best practices and to show how they are profiting from their own advanced mobile implementations. Sponsorship sales have been very strong. We are expecting a successful first mNext Forum, which we look forward to repeating in collaboration with IDG World Expo and IDG Enterprise. WU

Question of the Week results for Nov. 14

What's your favorite mobile game app?



Log on to www.idgcentral.com to vote on this week's question:
How successful do you think the new Google Music store will be a year from now?

celebrating 10!

Name
Suzanne Woodruff

Home
Wayland, Mass.

Joined IDC
March 2000 as Manager of General Services.

Career path since joining IDC
Essentially the same position with added responsibilities along the way — all things to do with facility operations — leading to a promotion to VP.

Current title
Vice President, Facility Operations. I am responsible for the day-to-day operation of the IDC corporate building in Framingham as well as U.S. satellite offices.

Three things I do in a day's work
Check in with staff, send email, review and approve stuff.

Most challenging part of your job
Never knowing what emergency might happen that day — power failure, water main break, fire alarm or simply a little bat finding his way into the building and taking a nap on the side of a cubicle.

Latest accomplishment
Just completed my Certified Facility Manager recertification this year from the International Facility Management Association. I first earned in it 2008.

What's kept you at IDG for 10 years?
I have a job that I really enjoy, working with professional people that I respect.

What I'm doing to be a better employee
Working to be the best manager of my staff and my vendors that I can be. Constantly improving my knowledge and use of ever-changing technology tools.

Interests outside the office
I love to read and am figuring out my Nook Color as my new reading medium.

Family
Happily married to Jay Woodruff (when we were first married he was as a writer at Computerworld). Very proud of my two grown-up daughters, Katie, married and a nurse in New York; and Sarah, a zookeeper at Boston's Franklin Park Zoo.

First job?
Pharmacy technician (I counted pills) at the local hospital.

What it taught you?
I do not like monotonous, routine work.

Suzanne Woodruff *joined IDG Chairman* ***Pat McGovern*** *for a dinner honoring her 10 years of service to IDC.*

Favorite celebrity encounter
Not quite a celebrity, but a very well-known guy. I am standing in line at the local Dairy Queen and a black SUV pulls up and out pop all these guys in suits. It was John Kerry, our U.S. senator and his team. He is chatting and laughing in a true campaign mode. I go to place my order and realize I have no cash on me. So I try to step away. After a brief and awkward explanation, the Senator buys my ice cream cone.

Favorite vacation spot?
Mount Desert, Maine, campsite A7, with a view of the ocean where I can watch the tide come in and go out.

If you won the lottery tomorrow you would
Arrange for and pay for some family reunions. Hopefully there would be some left to save and invest.

Retirement dreams?
I need to work on those dreams, starting with plenty of time for traveling.

Manager's profile
"Suzanne does a wonderful job motivating and leading her team to provide a first-rate work environment for our U.S.-based employees. With, at last count, 13 sites around the country, Suzanne always has a project or five on her plate. Congratulations, Suzanne, IDC is fortunate to have you here!"

— Mark Sullivan, CFO, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Kirk Campbell *IDC*
Michelle Chase *IDG Corporate Services Group*
Martin Faltström *IDG Sweden*
Susanna Hinds *IDG*
Trino Ramos *Hispanic American Publishing Group*
Howard Sholkin *IDG Strategic Marketing Services*
Joanne Tilson *IGS EMEA*
Karen Wilde *IDG Enterprise Custom Solutions Group*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

19 DECEMBER 2011
VOLUME 41, NUMBER 46

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDC, World Expo team up to produce MobileNext Forum

IDG WORLD UPDATE

*IDC VP Storage Systems and Executive Strategies **Richard Villars** (second from right) and IDC Group VP, Worldwide Telecommunications, Infrastructure Hardware **Courtney Munroe** (far right) joined executives from Google, Genworth Financial Wealth Management and Mobile EcoSystem on a panel called "Factoring Mobile in Your Cloud Deployment" at the recent mNext Forum.*

IDC and IDG World Expo joined forces to produce IDG's first major U.S. forum dedicated to mobility in the enterprise. The Enterprise MobileNext Forum (mNext) took place over two days — Nov. 30- Dec. 1 — in San Francisco and drew 325 attendees, largely senior IT decision makers such as CIOs, CTOs and data center managers.

"IDG as an organization is looking at every opportunity that the mobile revolution is presenting, and we historically have a very strong track record helping the enterprise solutions marketplace evolve by bringing together buyers and sellers and presenting compelling content," said IDG World Expo VP/GM **Paul Kent**. As for the two groups' first co-producing effort, Kent said it went "incredibly well. Both organizations contributed their core expertise and did an incredibly effective job of joint troubleshooting, problem solving and decision making."

continued on page 5

CIO Executive Council unwraps Peer Intelligence Suite

The CIO Executive Council last week unveiled its Peer Intelligence Suite for council members. The suite of offerings provides unique access to global IT decision-making information on today's top IT investment areas and comprises quarterly benchmarking data, a library of case studies, webcasts, one-on-one peer consultations and in-person event sessions.

"The Peer Intelligence Suite is a real must-have product for our council members," said **Rick Pastore**, VP, editorial and programs for the CIO Executive Council. "It provides our members with candid examples and ROI information to benchmark against when considering similar investments."

The suite of resources is cataloged by categories identified by the members as critical and currently includes:

- Business intelligence
- Cloud computing implementations
- Client relationship management
- Desktop virtualization
- Enterprise resource planning
- Mobility applications

LYNN HOLMLUND

*(L-R): **Diane Frank**, manager of editorial programs; **Rick Pastore**; and **Carrie Mathews**, CIO program manager. Mathews recruited more than 30 CIOs to participate in case studies for the Peer Intelligence Suite launch and Frank administered the benchmarking study and worked with IDG Enterprise Art Director **Steve Traynor** to refine the design and finalize the reports.*

The centerpiece of the suite is an online library of Peer Intelligence case studies. Each two-page report

continued on page 7

Inside this issue

IDG Netherlands' Zoom iPad app clicks with photography community *page 2*

PC Advisor showcases its collection of 200 covers on Facebook *page 2*

IDG Netherlands' longtime freelance writer wins Journalist of the Year honors *page 2*

One on one: IDG Chairman Pat McGovern *page 3*

IDC rolls out Emerging Markets advisory services *page 4*

Celebrating 10: China Computerworld's Zhu Xiaobing *page 8*

in brief newsworthy

IDG Netherlands' Zoom iPad app clicks with photography community

IDG Netherlands' Zoom.nl Showcase app for the iPad is developing a big fan base in the local market. With comments like "eye candy," "a source of inspiration" and "a great collection of photos and tips," the free app, which highlights the best photos uploaded by Zoom.nl users, has been downloaded more than 3,500 times since it launched on Nov. 16. "It has already generated 260,000 page views and people spend, on average, more than 14 minutes at a time using the app," said Zoom.nl Site Manager **Merijn Contant**. Approximately 70% of visitors are return users.

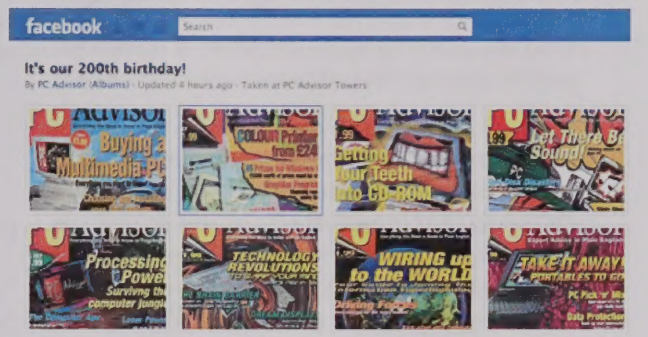
In addition to selecting one outstanding photo per day to showcase, the Zoom.nl editors also include a variety of tips and tricks to help users improve their photography skills.

Our goal with this app is mobile presence," Contant said. "The app offers the Zoom community a chance to connect with the Zoom.nl brand on another device, in a new environment and in a different way. In addition, we hope we may reach a new audience that might be interested in the magazine, website or our Zoom event," he added. "To get as much input and impact as possible, we decided to start with a free app. Version 1.0 gives us a chance to learn, communicate with our target group and fine-tune our mobile strategy for the future."

The app was created by Sogeti, which has previously built five iPhone apps and five Android apps for IDG Netherlands. Although Sogeti's developers are based in Bangalore, India, their contract managers and project managers are based in cities around the world, including Amsterdam. "We chose Sogeti because they offer a good combination of a being a solid IT company and having flexible, low-cost developers in India," noted Publisher **Jeroen Jonker Roelants**, who served as project manager for the new app. Jonker Roelants noted that they are happy to share the photo reader source code at no cost with any IDG business unit that would like to adapt it to its own use.

To download the app, visit http://itunes.apple.com/nl/app/zoom.nl-showcase/. For more information, contact Contant at mcontant@idg.nl or Jonker Roelants at jjonkerroelants@ig.nl. WU

PC Advisor showcases its collection of 200 covers on Facebook



PC Advisor's cover display begins with the October 1995 issue.

"It's our 200th birthday!" reads the headline on PC Advisor newest photo album on its Facebook fan page (www.facebook.com/PCAdvisor). Each of the London-based publication's 200 covers — from October 1995 to February 2012 is on display. "Indulge us as we take a walk down memory lane, taking stock of what PC Advisor has become, and where it has come from," the editors write.

*PC Advisor Deputy Production Manager **Fay Harward** and Editor **Matt Egan** closed the 200th issue last week — his 100th and her 180th.*

The editors have made comments about several of the covers on the Facebook page. About the first issue: "'MS Windows 95 — It's here!' is a lead headline, and we explain how to choose your first modem." Another is: 'World Wide Web'. That's right, we explained the Internet. All of it."

Their comment for the February 2012 cover: "A completely different beast to the magazine launched all that time ago, but covering more subjects, across print, online, mobile, social media and digital magazines."

Readers of the Facebook fan page can enter a contest to win an annual subscription to PC Advisor by indicating in the comment section which cover is their favorite. A winner will be chosen at random. WU

Longtime IDG Netherlands' freelance writer wins Journalist of the Year honors

The Dutch Union of Journalists has chosen Webwereld freelance reporter **Brenno de Winter** as Journalist of the Year. De Winter has been a regular contributor to Webwereld since 2004 and over the past year has broken numerous stories for the publication, including abuses related to the OV Chipkaart, the Dutch national payment card for public transportation, and the poor security associated with many government websites (see "IDGNS creates stir with security campaign," IDG World Update, Oct. 31, 2011). In awarding de Winter the prize, the union praised his ability to put these issues on the public agenda and his perseverance in researching the issues.

Brenno de Winter

In reporting the OV Chipkaart story, de Winter faced possible criminal prosecution, noted **Tom Sanders**, group editor-in-chief, B2B, IDG Netherlands.

The company behind the OV-Chipkaart (TLS) filed a complaint with police after it claimed that it witnessed people travelling on hacked payment cards. Although at least 10 people (journalists and members of parliament) travelled on hacked payment cards, only de Winter was investigated. After a four-hour interrogation by police, they eventually decided not to prosecute him. The attorney general ruled that the public disclosure of the security flaws outweighed perceived criminal acts he may have committed, Sanders noted.

In selecting de Winter, the union said that it also considered the fact that he is a freelance journalist, which made him particularly vulnerable to the legal proceedings.

This marks the first time in the prize's six-year history that it has been awarded to an IT journalist. "Past recipients have always been traditional, mainstream journalists," Sanders said. "Traditionally neither IT journalism nor online journalism has been considered a true member of the journalism family. I really consider Brenno to be marking a watershed moment with this award." WU

one on one the interview

Pat McGovern
The chairman and founder of IDG is this week's columnist. Reach him at patmcgovern@idg.com.

Q How did IDG's revenue and operating profit in FY11 compare to the company's results in the prior fiscal year?

A Because of the talent, extra efforts and dedication of IDG's team members worldwide in making high quality products and services and providing excellent support to our customers, IDG had a very good year in FY11. Revenue was 3% over last year, and the operating profit was up 21%.

Congratulations to the following companies on coming in ahead of plan in operating profit for FY11: IDC, Computerworld, Connell Communications, CXO Media, Macworld, IDG Connect, IDG List Services, IDG Research Services, IDG Strategic Marketing Services, IDG China, IDG Germany, IDG India, IDG Korea, IDG Netherlands, IDG Switzerland, IDG U.K., IDG Global Solutions, IDG World Expo and IDG International Publishing Services.

Q You recently returned from an extended trip to China. How are IDG's operations doing there?

A IDG operations in China are doing very well indeed! Thirteen years ago we helped create the Hi-Tech Fair in Shenzhen, which has now grown to be the world's largest high-tech fair in terms of number of attendees. This year we had over 600,000 attendees, surpassing CeBIT in Hanover, Germany, and COMPUTEX in Taipei, Taiwan.

Also, our media operations are doing very well. Our consumer media publications, websites and events grew by 20% in sales and reached 40% pretax profit, the envy of any consumer media company in the world. Total revenue for our Consumer Media Group in China exceeded $100 million in FY11.

During that trip we signed agreements to establish two additional IDG/McGovern Institutes for Brain Research. In addition to the one already established with Tsinghua University, we signed one with Peking University and also with Beijing Normal University. Peking University's institute will focus on systems neuroscience while the one at Beijing Normal, the leading educational university in China, will focus on curing mental illness and brain disease that affect learning in young people.

Top officials from the Chinese government had come to visit the McGovern Institute at MIT. They were so impressed that they tripled their support for the IDG/McGovern Institutes in China allowing us to establish three separate fully staffed and equipped centers for the same amount of contribution that we had planned for one center only.

During [our recent] trip we signed agreements to establish two additional IDG/McGovern Institutes for Brain Research. In addition to the one already established with Tsinghua University, we signed one with Peking University and also with Beijing Normal University. "

Q What predictions do you have for the IT industry from 2012 to 2016?

A I predict accelerated growth in the IT industry due to the rapid adoption of mobile devices as a way to access the Internet to create and exchange videos, play games and facilitate social interaction with the users of these devices.

I also see a substantial growth in storage devices, particularly as more and more storage is put into the cloud requiring massive storage facilities to keep up with the fact that most person-to-person communications are now being done via mobile devices. This requires the storage of massive amounts of new data since virtually all business and personal communications are now being sent by e-mail, video and other forms that require electronic storage.

IDC recently issued its annual Predictions for the IT industry and market in the years ahead. This is a sound, well-documented analysis of the reasons for the accelerated growth of the IT industry over the next five years.

Among the highlights for strong market growth in 2012 are: a) worldwide IT spending will grow 6.9%; b) emerging markets' IT spending will grow 13.8%; c) "mobility wins" will be the top theme of the year as mobile devices outship PCs by more than 2 to 1 and generate more revenue than PCs for the first time; d) spending on public and private cloud services will reach $60 billion; e) Big Data will join mobile and cloud as the next "must-have" competency as the volume of digital content grows to 2.7ZB (1ZB = 1 billion terabytes) in 2012; f) major IT vendors will make "statement" acquisitions in social networking as social technologies become a core part of IT's next growth platform; and g) much of the money will be made on top of the "third platform" by building high-value, vertically focused solutions.

Q What do you think of the debate currently taking place in the U.S. Congress over net neutrality rules?

A This is a very important issue. The growth in the Internet and the proliferation of companies whose technologies are based on the Internet have been the consequence of equal access to bandwidth by all of the companies involved.

The risk is that some large telecom companies would like to impose surcharges on some classes of users of the Internet. This could be a precarious development that suppresses the ability of the Internet industry to continue to grow rapidly, to innovate, to create many new jobs and to establish major benefits for their customers. WU

IDC rolls out Emerging Markets advisory services

Emerging economies represent important source of ICT investment

Over the past six months, IDC has launched a number of initiatives related to its new Emerging Markets research program for U.S.-based clients. These include two new advisory services, the appointment of designated research teams for Emerging Markets, the development of a new Emerging Markets ICT Opportunity Index (see sidebar below) and well-attended road shows outlining the program.

IDC defines Emerging Markets as BRIC+: the traditional "BRIC" countries of Brazil, Russia, India and China as well as much of Asia (excluding Japan and Australia/New Zealand), and countries in Latin America, Central and Eastern Europe and the Middle East and Africa.

"As the driving force behind the worldwide economic recovery, emerging economies represent an increasingly important source of ICT demand and investment," said **Philippe de Marcillac**, executive vice president, IDC International Business Units. "They are all experiencing a strong rebound in ICT spending, showing double-digit growth rates this year and forecasted similarly for next year."

IDC speakers at the road show in Japan this month included Executive Vice President, IDC International Business Units ***Philippe de Marcillac*** *and VP/End-User Research and Statistics Group/Greater China Research* ***Kitty Fok****.*

The centerpieces of the research program are the Emerging Markets Advisory Service — a Basic version for companies that do not yet have a direct presence in those markets — and the Emerging Markets Advisory Service — a Premium version for companies that want to improve their focus, presence and performance in those countries. The services were formally launched in FY12 and thus far have generated over $500,000 in new business and proposals in process.

IDC held two half-day roadshows in New York City and San Mateo, Calif., in July to talk with a variety of current and potential clients from ICT companies and the investment community — close to 200 in all — that are looking for new insights to bolster their overseas investment strategies. The content focused on identifying the growth markets, investments in technologies and what kinds of products consumers and enterprise buyers are seeking and using.

"The events showcased how, by working with IDC, clients connect locally to a global network that provides detailed, consistent methodologies, processes, expertise and experience that offer accurate information and advice across geographies, technology markets, vertical industries and job functions," noted SVP of Worldwide Sales **Brad Thorpe**.

One theme from the analysts' presentations was that foreign companies are facing more challenges to access those markets. "Governments want to ensure that local companies are benefitting from IT opportunities, and in some cases are blocking outside companies from entering the market. And, given that markets are increasingly fragmented, what it takes to establish a foothold in one country may not work in another," said **Eva Au**, managing director, IDC Asia/Pacific. Following up on the success of the U.S. road shows, IDC ran a similar event for Japanese clients recently and will be holding one in Korea next April.

IDC continues to invest in analyst resources and produce research from key emerging markets countries, with half of its worldwide analysts located within emerging markets, and development of monthly, province, and even city-level data trackers for dynamically expanding countries such as China, India and Brazil, among others. A very strong panel discussion was delivered recently at IDC's annual Global Research Advisory Council sessions for more than 120 of IDC's largest customers, and there is an Emerging Markets track planned for the upcoming Directions event in San Jose, CA, on March 7.

"IDC's strength in terms of its research analyst resources in and research coverage of emerging markets is one of the key drivers of IDC's success and is definitely a major differentiator versus our competition," said IDC President & CEO **Kirk Campbell**. "We expect that the Emerging Markets Overview subscription service will be one of the best-selling IDC research services in 2012."

For more information write to IDC Group VP ***Steve Phillips*** *at sphillips@idc.com.* WU

For more detail on the key players behind the roadshows, see this article on IDG Central.

Sponsorship team

To accelerate IDC's thought leadership in the emerging markets space, an international team of analysts has been formed to identify and drive emerging market opportunities within their respective regions and work collaboratively with IDC U.S., Europe and Japan. The executive sponsors of this Emerging Markets team are **Philippe de Marcillac**, executive vice president, IDC International Business Units; **Eva Au**, managing director IDC Asia/Pacific; **Steven Frantzen**, SVP EMEA Region; and **Ricardo Villate**, VP, Research and Consulting, Latin America.

"IDC will leverage its presence in over 50 countries around the world to build awareness of the market attractiveness of the over 100 Emerging Markets, and to show how IDC's market intelligence and advisory services can identify opportunities amidst hyper-competition in a widely diverse customer landscape," de Marcillac said.

Market comparisons

Given the importance of Emerging Markets, IDC has recently developed an Emerging Markets ICT Opportunity Index, which allows many comparisons to be made between the various markets, and hence better targeting of the opportunities. The Index is defined by five categories of factors:

- ICT Size
- ICT Growth
- ICT Market Efficiency
- ICT Development
- ICT Risk/Stability

Partnership leveraged core strengths of both groups

"By teaming up with IDC, we were able to exploit our core competencies to their greatest extent," said IDG World Expo VP/GM **Paul Kent**. "Michael Deutsch and his team did an exemplary job with sales. **Steve Drake**, along with our conference co-chair Mobile Ecosystem's Mark Lowenstein, crafted a compelling agenda, and the WEC team created a great physical environment that facilitated networking and delegate interaction."

Key players at IDC included **Clare Gillen**, SVP, Executive and Go-to-Market Programs; **Steven Drake**, program VP, Mobility and Telecom, as well as mNext co-chair; **Michael Deutsch**, SVP, Industry and Major Accounts; **Mary Conroy**, IDC Insights Marketing Director and **Michelle Blondin**, marketing manager, Executive and Go-to-Market Programs. IDG World Expo staff included Kent, Marketing VP **Linsy Miller**, Operations Manager **Mikell Lang**, Housing and Registration Manager **Stephen Galeotalanza** and Conference Manager **Kathy Moran**.

Partnership tips

IDG World Expo VP/GM **Paul Kent** offered three recommendations for ensuring a productive event partnership:

- Define roles and responsibilities clearly
- Create an environment for effective problem solving via good communication
- Trust your partners' core competencies.

mNext

continued from page 1

"We felt that IDG World Expo was a great partner to explore the consumer and enterprise aspects of the event," said **Crawford Del Prete**, IDC chief research officer and EVP. "They are world-class at putting on top-notch events."

The concept for mNext was conceived in May, and by July the team was conducting advisory board meetings. IDC managed mNext's content and sales, while World Expo handled all of the event's logistics, including registration, venue, operations and speaker services.

"The audience was excellent," IDC's Del Prete said. "We not only had top-tier customers at the event — including American Airlines, Costco, JP Morgan Chase and Kelloggs — but we also had the leading suppliers in the space."

mNext's packed schedule included case studies from enterprises such as Ford, Chevron and Genentech and presentations and panels of enterprise solutions leaders from BlackBerry, Google and Xerox. Del Prete gave the day-one keynote address, speaking on "Mobility Changes Everything: IDC's Strategic Roadmap." Fifteen IDC analysts were on hand for one-on-one, 30-minute meetings with attendees looking for enterprise mobility advice.

"We explored the real-world challenges that IT managers face when consumer products must be supported in the enterprise," Del Prete said. "As I said in my talk, the days of the IT department dictating what devices can be used by employees are over. It's a new world."

*IDC EVP, Worldwide Research Products and Chief Research Officer **Crawford Del Prete** (right) chats with an mNext attendee.*

IDG WORLD UPDATE PHOTOS

*IDC's **Nick McQuire**, research director, Enterprise Mobility Strategies (l), has a private advisory meeting with two mNext attendees. IDC analyst meetings were complimentary at the event.*

Marketing for mNext was done primarily on the Web and through e-mail. "IDG Enterprise provided great guidance in utilizing their lists for the most effective return," Kent said. "We also created partnerships with key industry publications such as Fierce Wireless — a daily news site covering the wireless industry — to extend our reach to others who were in our target market."

The event had 12 sponsors, largely from the mobility space. AT&T and IBM were the underwriter sponsors, with BlackBerry, LG Electronics, SAP and Good Technology signing on as Platinum sponsors. "These companies were able to associate themselves with an industry-shaping, industry-leading event and, therefore, position themselves as thought leaders," Kent said. Sponsors were also given a chance to present and deliver their perspectives on their segments of the industry. Finally, sponsors could meet with prospective customers and present their solutions via demonstrations, lunch discussions and, in a few cases, facilitated dinner discussions.

Media sponsors included CIO, Computerworld, Network World, CSO, InfoWorld, CFOworld, DEMO, ITworld, Fierce CIO and Fierce Wireless.

Kent said the premiere mNext was "absolutely a success — happy sponsors and happy attendees, and it was profitable right out of the gate. IDG World Expo and IDC laid a fantastic foundation." He added that the two groups are currently evaluating attendee feedback and considering new venues and geographies that might benefit mNext.

For more information go to www.mnextforum.com/ or http://twitter.com/mNextForum or contact Paul Kent at pkent@idgworldexpo.com. WU

noteworthy people

New employees

LYNN HOLMLUND
Thompson

New at **IDG Enterprise** is Online Account Services Coordinator **Michael Thompson**; he was previously a client relationship manager with Aquinas Consulting LLC. He received a B.S. in business administration with a minor in marketing from Sacred Heart University in Fairfield, Conn., and enjoys sports and the guitar. *mthompson@idgenterprise.com*

Thayer

Denise Thayer is **IDG Global Solutions**' new integrated sales director, coming from Salary.com where she was sales director. A graduate of Fitchburg (Mass.) State University, she holds a B.S. in communications. Outside the office she enjoys latin and ballroom dancing and yoga and is "the proud parent" of a Shih Tzu named Quincy. *denise_thayer@idg.com*

IDG Enterprise has hired **Kevin Eberman** as director of network and system operations. Previously manager of hosting operations with Axeda Corp., he holds a B.S. in electrical engineering from the University of Kansas. He works with Free Geek, which refurbishes technology products and "sends it back out into the community with a new lease on life; we help the needy get nerdy." *keberman@idgenterprise.com*

The **CIO Executive Council**'s new director of marketing is **Brian Hawthorne**. Previously vertical marketing manager with Verizon, he holds a B.S. in business administration and marketing from Worcester (Mass.) State College. In his free time he enjoys golf, running and coaching soccer and basketball. *bhawthorne@cio.com*

Gilmore

IDG TechNetwork in New York City welcomes Campaign Manager **Ralph Gilmore**, who was recently technical manager at The Media Kitchen. He has a B.A. in communications and political science at Rutgers University in New Brunswick, N.J. "A bit of a daredevil" when it comes to outside interests, he's also a fan of the Knicks and the Jets and enjoys films. *ralph_gilmore @idgtechnet.com.*

Returning employees

Bitner

Tomasz Bitner returns to IDG Poland as **Computerworld Poland** editor-in-chief. From 1995 to 2002 he served as editor-in-chief for Macworld Poland and then for Digit magazine, returning again in 2009 as Consumer Media editor-in-chief. He has also worked for Bauer Media Group Poland and Axel Spring Poland as managing editor of Fakt, Poland's large daily newspaper. He holds an M.S. in journalism from Warsaw University and enjoys sailing, swimming and snowboarding. "A compulsive reader," he especially likes Polish crime novels. *tomasz_bitner@idg.com.pl*

Send information for the Noteworthy page to world_update@idg.com.

IDG Central password information

Did you know you can change your auto-generated IDG Central password? Click on the My Profile link on the home page of www.idgcentral.com, click the Change Password link on the right side of the page and follow the prompts.

Reminder to U.S. employees: if you need to check benefits information, The Employee Connection at https://hr.idg.com requires a separate password.

IDG brands take home six Folio editorial and design awards

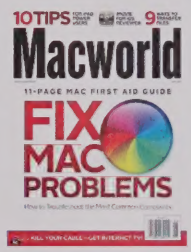
PCWorld and Macworld took home six Folio awards on Dec. 8: one Ozzie award for design excellence and five Eddie awards for editorial excellence.

Ozzie award

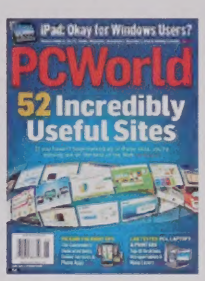
Best Feature Design, Consumer under 250,000 circulation
GOLD
Macworld
"Living with the iPad"
September 2010

Eddie awards

Consumer, Technology/Computing, Full Issue
GOLD
Macworld
June 2011



BRONZE
PCWorld
June 2010



Consumer, Technology/Computing, Single Article
BRONZE
Macworld
"100 Things Every Mac User Should Know"
April 2011

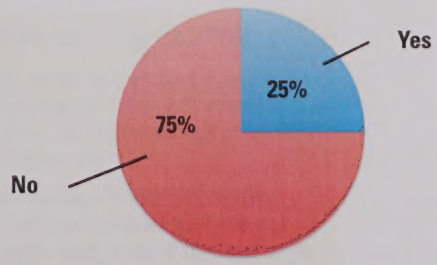
Best Online Column or Blog, B-to-B
SILVER
Macworld
"The Macalope"

Folio's Eddie and Ozzie awards competition is the largest of its kind for U.S. magazine publishers. It is open to all sizes and types of magazines and websites — consumer, B2B, association, custom and regional.

For more information go to www.foliomag.com/2011/2011-eddie-and-ozzie-award-winners.

Question of the Week results for Dec. 5

Do you think either the European Union or U.S. Dept. of Justice will find there are anti-trust violations by ebook publishers?



Log on to www.idgcentral.com to vote on this week's question: **Should use of all electronic devices while driving be outlawed?**

service

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Rick Ciliberto *IDG Enterprise*

24
Mary Lester *IDG Enterprise*
Karen Timons *IDC*

22
Carolyn Marsan *Network World*

21
Seanna Maguire *IDC*

20
Kristen Kim *IDG*

19
Maryfran Johnson *IDG Enterprise*
Wieslaw Pawlowicz *IDG Poland*

17
Michelle Tompkins *IDG Enterprise*
Dan Olson *IDG Enterprise*
Peter Mayer *IDG List Services*
Neal Weinberg *Network World*

15
Diane Bobbitt *IDG*
Kimberly Saccio-Kent *PCWorld*

13
Laura Hilliard *IDG Global Solutions EMEA*

12
Suzanne McMillen *IDG Enterprise*
John Cooney III *IDG*
Bozena Statkiewicz *IDG Poland*

11
Beata Nowicka *IDG Poland*
May Fung *IDC Hong Kong*
Paul Lyzun *IDC*

10
Helen Flagg *IDG List Services*

9
Sarah Reagan *IDG Enterprise*
Jan Moreau *IDG World Expo*

7
Diane Frank *CXO Media*
Danielle DeMao *IDC*

6
Joyce Carpenter *Computerworld*
Lisa Kerber *IDG Enterprise*

5
Kathy Sullaway *CXO Media*
Eileen Smith *IDG*
Dorota Kuczek *IDG Poland*
Monika Slusarska *IDG Poland*
Lech Wazynski *IDG Poland*
Tomoko Akagi *IDC Japan*

4
Barbara Krasnoff *Computerworld*
Debra Bulkeley *IDG Enterprise*
Presh Costales *IDG Enterprise*
Johann Chan *IDG U.K.*

3
Joab Jackson *IDG News Service*
Kristin Dacey *IDG World Expo*
Evelyn Gonzalez *IDC*

2
Kristin Jeannotte *IDG Enterprise*
Andrew Palermo *IDG Enterprise*
Chris Beaman *IDG Enterprise*
Timothy Lavigne *IDG List Services*
Jon Mota *IDG TechNetwork*
Chris Catatao *InfoWorld*

1
David Mitchell *CXO Media*
Brian Winkley *CXO Media*
Rari Hilditch *CXO Media*
Heidi Johnson *IDG Connect*
Rick Currier *IDG TechNetwork*
Nicole Fowler *IDG TechNetwork*
Soo Jin Oh *IDG TechNetwork*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Peer Intelligence Suite

continued from page 1

combines member-supplied case study information along with relevant benchmark data culled from the CIO Executive Council's quarterly global survey. The inaugural study, available now to the public, focuses on business intelligence and features Toyota Motor Sales' Vehicle Lifecycle analytics application. Pastore said the council plans to produce more than 50 such case studies by next May.

To create the report, an editor from the CIO Executive Council's editorial and programs team contacted council member Zack Hicks, VP & CIO at Toyota Motor Sales, and solicited the relevant information, divided into easily digestible chunks of information including: Challenge/Goal, Solution Overview, Technology & Providers, Investment & Timing, Results/ROI, Staffing Requirements/Challenges, Chief Risks & Mitigation Actions and Lessons Learned.

The editorial and programs team then added relevant business intelligence benchmark data from the Council's most recent global survey which allows CIOs to compare the case results and the aggregate data with their own initiatives.

"As a CIO, one of the most valuable resources when making critical IT decisions is connecting with peers who have tackled similar challenges and we are grateful for the opportunity to share our experiences as part of the launch of these essential tools," Hicks said. "The Council's Peer Intelligence Suite will not only benefit our member community, but give tremendous practical and experienced insight for our C-level executive colleagues as we all address how to manage our IT investments."

In addition to the case studies, the Peer Intelligence Suite will include webcasts featuring council members speaking in more depth about their projects, the ability to connect one-on-one with the CIO case source and selected presentations at live events such as the upcoming CIO Leadership Event that will be held on Marco Island, Fla., April 29-May 1.

To see the inaugural study, visit: http://council.cio.com/peer_intelligence/report.html. Contact ***Jessica Selchan****, senior marketing manager, at jselchan@cio.com.* WU

Topic-based summaries on IDG Central

Five- to 10-minute interviews with workshop coordinators at the IDG Global Product Line Meeting in Copenhagen have been posted on IDG Central. Go to the 2011 GPLM link on the home page of www.idgcentral.com. The topics and speakers are:

SEO: Alexa Wriggins; **Custom Publishing**: Charles Lee; **Getting Started with Social Media**: Colin Browning; **How to Grow and Maintain Mobile Audiences**: Jason Snell; **Mobile Ad Campaigns**: Lisa Glover; **Events**: Maibritt Møller; **Digital Magazines & eBooks**: Markus Schwerdtel; **Getting Started with Mobile**: Paul Trotter; **Getting Started with Databases**: Jonas Triebel; **Attracting and Retaining Employees**: Christine Zwinger, IDG Germany.

celebrating 10!

Name
Mr. Zhu Xiaobing

Home
Beijing, China

Joined IDG
June 30, 1998 as a reporter/editor, Network & Telecommunications section, China Computerworld

Current title
Deputy Editor-in-Chief of China Computerworld. I am in charge of the No. 2 Editorial Department and the lab of CCW.

Memorable moment at work
When I served as the editor for the cover stories to celebrate the 25th anniversary of CCW in July 2005.

What's kept you at IDG for 10 years?
I love media, and I love the innovation of the IT industry.

Most challenging part of your job
Learning new things.

Of what accomplishment at work are you most proud?
My team.

Favorite way to work off stress
Listening to music and taking a walk.

What's your favorite thing on your desk?
My laptop.

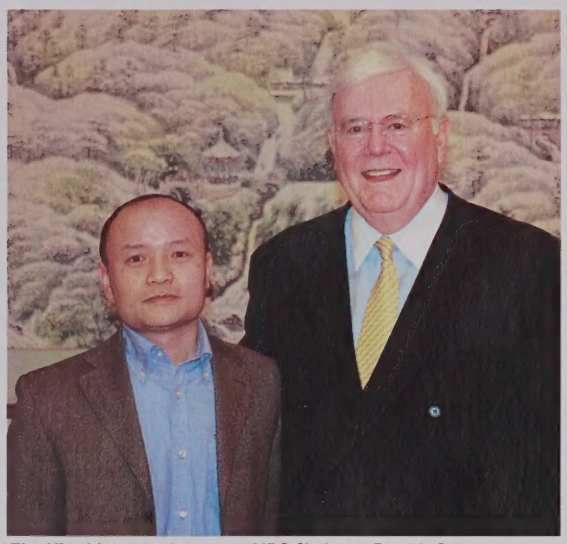
Best piece of advice you've ever received
Success will come when conditions are ripe.

Interests outside the office
Swimming and gathering with friends.

Family
My wife Zhang Dongxu and my 10-year-old son Zhu Jiaming.

What did you want to become when you were a child?
A reporter.

If you won the lottery tomorrow, you would
I would build a primary school at the earthquake-stricken areas in Sichuan Province, southwestern China.



Zhu Xiaobing *was the guest of IDG Chairman* ***Pat McGovern*** *at a celebration honoring his decade of service to the company.*

What you'd grab if your house were on fire?
My laptop, cell phone, keys and wallet.

Favorite vacation spot
Jiangxi Province in central China, my hometown.

Favorite movie
The Godfather.

Favorite way to spend a day away from work?
I would go out with my family members and my friends.

Retirement dreams?
A quiet life without worries and interruptions.

Manager's profile
"Mr. Zhu Xiaobing keeps on learning new knowledge and has good relations in the medical, public health, and tobacco industries, which brings more sales opportunities for our newspaper. His working style is effective and down-to-earth. He is one of the major planners of the CEO & CIO annual conferences, which have become the largest events of the local IT industry."

— Bao Ran, assistant president of CCW Group and executive president of China Computerworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Merijn Contant *IDG Netherlands*
Philippe de Marcillac *IDC*
Crawford del Prete *IDC*
Matt Egan *PC Advisor*
Lynn Holmlund *IDG Enterprise*
Jeroen Jonker Roelants *IDG Netherlands*
Paul Kent IDG World Expo
Pat McGovern *IDG*
Steve Phillips *IDC*
Karen Ren *IDG China*
Tom Sanders *IDG Netherlands*
Jessica Selchan *CIO Executive Council*
Brad Thorpe *IDC*
Paul Trotter *IDG U.K.*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorld, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market.

Wanted: Photos from your office

The Photo of the Day feature on the home page of IDG Central is a way to share a quick snapshot of what's happening at IDG business units around the world. Want to get a little coverage for your department or business unit? Snap a photo and let us see what's going on. Please be sure to identify any people depicted in the photo and include their titles as well. A sentence or two describing what is going on is all we need. Please send your photos to idgcentral@idg.com.

Check your My Profile page

Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices.

You can change the password you currently have for IDG Central (see how on p. 6 sidebar), add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

IDG World Update

26 DECEMBER 2011
VOLUME 41, NUMBER 47

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Editors pick top stories of 2011, make predictions for 2012

IDG World Update asked editors worldwide to select their top IT story for 2011 and to gaze into their crystal balls and predict a key trend or development for 2012. The death of Apple CEO Steve Jobs and the rise of social media as a tool of protest topped a diverse roundup of nominees.

Most significant story of 2011: Tech patent wars. While public patent disputes used to be the preserve of small-time patent trolls, 2011 has seen all the major players in the mobile sector go to war with each other in the courts, suing and countersuing, slinging mud and attempting to rub out competitive products through the courts. It's ugly and will end up costing the consumer and likely hindering innovation from newcomers.

Jary

Crystal ball: More blurring of the lines between laptops, tablets and smartphones, and between consumer and enterprise tech. Apple will lose more of its nice-guy sheen, even though its new boss isn't as aggressively vindictive as the last.

— Simon Jary, publishing director, IDG U.K.

Most significant story of 2011: In the interest of choosing a development that's less mainstream but in the sweet spot for Network World's audience, I'm going with the emergence of OpenFlow. The big Interop 2011 show could almost have been called the OpenFlow show given that it served as one of the first significant exhibitions of OpenFlow switches and controllers, including those shown off in a lab at the event. The software-defined networking technology is designed to enable users to define flows and determine what paths those flows take through a network, regardless of the underlying hardware. OpenFlow stems from an open source project borne of a six-year research collaboration between the University of California at Berkeley and Stanford University. OpenFlow has momentum but is far from a sure thing or the only game in town, with heavy hitters such as Cisco still weighing their options.

Brown

Crystal ball: Apple explicitly goes for the enterprise market. Lots of stories were written in 2011 about how Apple almost accidentally has emerged as a huge force in the enterprise over the past few years as employees pressure IT to support their Macs, iPhones and now iPads. Apple, meanwhile, has at least publicly barely acknowledged any focus on the business market. I expect that will change with Tim Cook in charge.

— Bob Brown online executive news editor, Network World

Most significant story of 2011: The top story of 2011 would, in my opinion, be the much-longed-for rebirth of the music distribution business — via the music service Spotify (which is co-owned by some of the giants of the music industry: Sony, Universal, Warner, EMI and others). Finally we're able to listen to our favorite music digitally — conveniently and legally! Now we just need some competition on the market to lower prices and widen the music library.

Agrén

Crystal ball: The next big thing of 2012 will surely be the smart TV. While we're holding a 4-inch smartphone in our hand and browsing the 10-inch tablet in our lap, of course we'd want a 50-inch smart TV on our wall! There are already a handful of fantastic smart TV sets from Samsung, Sony, Philips and others — and as soon as their ecosystems of apps and services are complete we're going to see a change of TV habits in our living rooms.

— Fredrik Agrén, publishing director, IDG Sweden

continued on page 4

Happy holidays!

The editors of IDG World Update would like to thank everyone who has helped us share news from business units around the world this year!

We look forward to hearing from many more of you in the coming year and helping to share news of your accomplishments and best practices.

We would also like to wish everyone a very happy holiday season and all the best for the New Year! Please note, IDG World Update will not be published on Jan. 2, but will resume regular weekly publication on Jan. 9.

in brief newsworthy

PCWorld, Macworld adopt new name: IDG Consumer & SMB

PCWorld and Macworld this month announced that their business unit has a new name: IDG Consumer & SMB.

The new name does several important things, according to company President & CEO **Mike Kisseberth**.

"The name tells technology marketers that our brands will help them connect with anyone from consumers to small and medium business professionals," he said. "It also connects us to IDG and the credibility that IDG has within the marketing community, and it is broad enough to encompass our media services such as Content Works. Finally, it paves the way for some bigger brand moves within the portfolio which will be rolled out in the coming months," he added. WU

IDG Korea finds big data to be appealing event topic

For its second Business Intelligence Perspectives event of 2011, IDG Korea focused on a topic of surging interest: big data.

"BI Perspectives 2011: Big Data World was our second event this year on data analysis and business intelligence, but the first event for big data," said **Julie Kim**, IDG Korea event production manager. "The first in February focused on data warehousing, but we changed the topic to big data for the second event and will keep that name going forward."

('Big data' is a term applied to data sets whose size is beyond the ability of common software tools to capture, manage and process the data within a reasonable elapsed time.)

Kim said the day-long event in Seoul was designed to give CIOs and enterprise IT executives from infrastructure managers to data warehousing managers a chance to learn how to create business value using the data their organizations already have. "In an audience of more than 250 attendees, more than 30% of the audience was above decision-maker level, including CEOs, CIOS, CTOs, VPs, directors and general managers," she said. The first BI Perspectives drew 100 attendees.

Overview session topics included data analysis, data infrastructure and driving business value from big data, with smaller sessions devoted to various topics within those three categories.

The keynote speaker from Amazon.com talked about The Changing Economics of Data: A View from Inside Amazon. A Daewoo Shipbuilding and Engineering executive presented a big data case study and a Korean Web portal Daum Communications representative spoke on maintaining business value from big data.

Amazon's representative also spoke on big data management and data science at a custom breakfast meeting for 30 invited CIOs sponsored by IBM before the opening of the conference.

With five sponsors — IBM, Dell, EMA, SAS and Microstrategy — the event's sponsorship was sold out. "Sponsors got an opportunity for exposure in the big data market, as well as potential lead-generation names from the post-event survey attendees were asked to fill out," Kim said.

IDG Korea's next Big Data World is scheduled for November 2012. For more information go to http://idg.me/ryoKff or contact Julie Kim at julie_kim@idg.co.kr. WU

IDG Denmark foundation provides laptops for children in need

Students show off the Dell laptops they received from IDG Denmark's Children's IT Foundation.

Earlier this year, IDG Denmark founded a program to provide laptop computers to youth living in state-run group homes or in individual foster homes. This month, the company began distributing the machines, with the first batch going to a group of teenagers at the Alrunen Center in the town of Sonderborg, each of whom received his or her own Dell laptop. The goal is to present every child in state custody age 15 to 23 with a laptop by the end of the month, said IDG Denmark Managing Director **Søren Queitsch**. "Before next Christmas, we intend to ensure that every child age 10 or older who is placed away from their families will be given a laptop," he added.

The foundation, called Børnenes IT-Fond (the Children's IT Foundation) was established by IDG Denmark in partnership with the National Council for Children and the Danish IT Industry Association after a column appeared in Computerworld Denmark written by the chairwoman of the National Council of Children. The column, which addressed the lack of computer access for children placed in state custody, appeared on the same day that Queitsch was moderating the annual CEO/Managers meeting at the Danish IT Association. Queitsch asked everyone to spend two minutes reading the column, "and from there, the project got rolling."

Queitsch noted that children placed away from their families often face social and educational challenges that can be aggravated by the limited financial resources in youth housing and 24-hour-care centers. "As a consequence of limited funds, the young people typically lack adequate IT equipment, further stigmatizing them and separating them from their peers.

"Computers have become indispensable tools in education and are also an important means of communications among youth," Queitsch noted. Placed youth without easy access to computers can have difficulty delivering school assignments, participating in group work, searching for information and communicating with classmates, he said. A study conducted earlier this year found that 69% of all placed children either have no access to a computer after school hours or must wait in line to use a shared computer.

The foundation raises funds to purchase the laptops from a variety of vendors that have agreed to offer the machines at a discount and to provide three years of service. Microsoft has agreed to donate the software installed on the laptops, and a local broadband company is donating online access to any institution that does not currently have suitable Internet access.

For more information, contact Søren Queitsch at s.queitsch@idg.dk. WU

one on one the interview

Frank Gens
IDC's SVP and chief analyst is this week's columnist. Reach him at fgens@idc.com. IDG World Update asked him to provide an overview and some insight into IDC's IT Industry Predictions for 2012, which is subtitled "Competing for 2020."

A dramatic story will unfold in 2012, as the IT industry accelerates its shift to what we see as its third major platform of growth — built on mobile devices, networks and apps; cloud services; social networking; and big data technologies. By 2020, when the industry reaches $5 billion — exponentially larger than it is today — at least 80% of the industry's growth will driven by these "3rd Platform" technologies. In 2012, vendors' battles for the inside track in cloud, mobile and the other key technologies will rock the industry and start to define who the industry's leaders for the next two decades will be and which current leaders will be the next DEC or Wang.

Looking first at the big picture, in 2012, **worldwide IT spending** will grow 6.9%, surprisingly solid growth in a fragile, recovering economy. European debt issues will dominate the downside risks; if the worst-case scenario happens, IT growth could drop to 2% or less. Below this top line, some of the dramatic story lines we'll see include:

• **Emerging markets' IT spending** will grow almost 14% — over three times the rate of developed markets — and contribute 28% of worldwide IT demand. Demand in emerging markets will drive a whopping 53% of worldwide IT growth. In another sign of emerging markets' rising importance, by the second half of 2012, China will supplant Japan as the No. 2 IT market.

• **"Mobility wins"** will be the top technology theme of the year, as mobile devices outship PCs by more than two to one and generate more revenue than PCs for the first time. Eighty-five billion mobile apps will be downloaded (generating more revenue than mainframe sales!). And mobile data network spending will exceed fixed data network spending for the first time.

• Spending on **public and private cloud services** — and the building of those services (the "cloud arms dealer" opportunity) — will reach $60 billion, with spending growing at four times the rate of the rest of IT. As a sign of the cloud's growth, Amazon will join the $1 billion IT vendor club (with Google's enterprise business not far behind). The strategic focus in the cloud will shift — from infrastructure to application platforms — and the race to build the largest portfolios and ecosystems around those platforms.

• **Big data** will join mobile and cloud as the next must-have competency, as the total amount of global data will grow to 2.7ZB, up almost 50% from 2011, and rocketing toward 8ZB by 2015. (A zetabyte — ZB — is a unit of information or computer storage. A ZB is equal to 1 billion terabytes.) There will lots of big data-driven mergers and acquisition activity, around Hadoop and other big-data-oriented technologies.

• **Major IT vendors**, notably Microsoft, will make "statement" acquisitions in social networking, as social technologies become a core part of IT's next growth platform. In the meantime, social platform leader Facebook will attempt to leverage its consumer dominance into a much broader role serving businesses in B-to-C commerce.

• The number of **intelligent, communicating devices** on the network will outnumber traditional computing devices by almost 2 to 1 within the next 24 months, changing the way people think about interacting with each other and with devices. Look for the use of social networking to follow not just people, but smart things such as sensors, cameras, smart appliances, etc.

• Much of the money will be made on top of the 3rd Platform by building **high-value, vertically-focused solutions**. The build-out of these solutions — in healthcare, energy, government, financial services and retail — will accelerate in 2012, leaving IT providers without vertical competency on the sidelines.

As these emerging technologies and markets accelerate in 2012, many IT industry leaders will face **make-or-break decisions**:

• **HP** and its new CEO, who'll be deciding whether or not to double down on her predecessor's Big Data bets and what to do about mobile devices.

• **Microsoft** will make huge, and fateful, choices about its mobile and cloud platforms. Will they be bold enough, and sufficiently unencumbered by Microsoft's 2nd Platform legacy?

• **SAP** has placed major bets in mobile, cloud and big data technologies. Will these moves gain sufficient traction in 2012?

• Even **Apple** and its new CEO will face crossroads decisions such as how aggressively to compete in emerging markets and how to deal with the steadily rising challenge of Android's open model in smartphones, apps and tablets. Many others face similar crossroads, and making the right choices will be essential.

• And many other vendors — as well as CIOs and the enterprises they serve — will face similar crossroads.

In 2012, we predict battles to lead the larger and radically different ICT marketplace of 2020 will start to be won or lost — just like in a marathon — in the early going: with lead packs forming around each of the new growth drivers of mobile, cloud, social, big data and next generation solutions built on this new IT platform.

Check out IDC's full, 24-page IDC Predictions report available as a free download at ww.idc.com. WU

Predictions take many forms

Now in its 31st year, IDC's "predictions season" begins with the Top 10 themes for the information technology and telecommunications industries, IDC's broadest outlook for the overall technology marketplace.

To create this document, Frank Gens led the 2012 IDC Predictions team, a group of 50 IDC analysts, who polled more than 1,000 IDC analysts worldwide for their views on what the coming year holds in store for the IT industry. They narrowed the hundreds of predictions received by focusing only on those that met the following criteria: high growth, industry-wide impact and disruption (i.e., requires major structural change within companies and across the industry).

Many of the themes and predictions that aren't included in the broad Top 10 document will appear in the dozens of other, more tightly-focused predictions documents — and telebriefings — in the days and weeks ahead.

Top stories of 2011

continued from page 1

Most significant story of 2011: Mobility, without question. Whether it's the influx of consumer devices into the enterprise or the development of mobile apps to do innovative things for their businesses, CIOs are all about mobile these days. When you look at the "Big 5" IT trends that have dominated this past year (mobile, social, consumerization, cloud and big data), just about all of them hook into the mobility drive from one aspect or another.

Johnson

Crystal ball: Ever greater attention to big data and how companies can use analytics tools to mine the data for customer insights, business opportunities or cost savings.

— Maryfran Johnson, editor-in-chief, CIO magazine & events

Most significant story of 2011: Egypt shuts down the Internet. For years the Internet has been touted as the Wild West of human relations and interaction, a cyberspace of virtual anarchy out of reach of conventional methods of suppression and repression by world powers. On Jan. 27, 2011, that myth was put to rest when Egypt, in response to widespread dissent and in an attempt to squelch growing protests, shut the Internet down, cutting the populace off from connectivity to the rest of the world, as well as shutting down all mobile and text services.

Carlson

Crystal ball: Apple loses its sheen. I will buck the trend here (and potentially be vulnerable to assault) and state that I think 2012 will be the year that starts the decline of Apple as the emerging king of computing. With the maturation of HTML 5, apps as a primary driver of mobile tech will be put in jeopardy as a new standard starts to truly emerge to provide major disruption. I also think the cult of Mac will see a backlash too, as people start to feel the confines of Apple's "Walled Garden" ecosystem, its hipper-than-hip marketing strategy, and the premium prices of its products. No, I don't think their revenue will go anywhere but up for the time being, but their status of bleeding-edge vendor will start to degrade in the hearts and minds of the educated tech consumer.

— Brian Carlson, editor-in-chief, CIO.com

Most significant story of 2011: The death of Steve Jobs has undoubtedly been the biggest story of 2011. His death could mark a turning point in the history of Apple. The company has had one success after another in recent years with Jobs at the helm, but there is no guarantee that the new Apple will continue on the same path without him. On the other hand, Apple has a chance to leave behind some of the bad habits of Jobs, like his stormy relationship with the press.

de Blas

Crystal ball: Among the trends I most clearly see is the total disappearance of optical discs like DVDs or Blu-Ray and the decline of regular hard disks for solid-state memory, which is getting faster, with higher capacity, and cheaper every day. Another trend is the unstoppable decline of movie theaters. The big screen is moving to homes and we'll see growing competition among content providers like iTunes and Netflix. Game consoles are going to become media centers (with movie rentals, communications, apps, TV on demand), and the TV manufacturers will compete to offer gaming consoles built into the TV. Finally, we will see a great popularization of cloud services for consumers and applications that work with data that are not on the device.

— Daniel de Blas, director, IDG TechStyle /Macworld España / iPhoneWorld

Most significant story of 2011: The rise of social media in connection with protests worldwide. We first saw this in 2010, as protests broke out in Iran. But the use of social sites like Twitter, Facebook and YouTube really helped shaped the course of events in the Middle East — especially in Egypt. That's what prompted Egyptian authorities at one point to disconnect from the Internet, a stunning development when it took place. Social media allowed protesters in Egypt and other nations to keep the rest of the world informed about what they were doing, and helped shape world opinion about a number of crackdowns.

Mingis

Crystal ball: We're going to see an acceleration in 2012 of a tech trend that's been bubbling along for a couple of years now: the Bring Your Own Device (to work) movement and the resulting need to manage all of these different devices. As more workers bring their own iPhones, Android phones, iPads and tablets to work, IT shops are having to figure out how to support them all — and how to keep corporate data secure in the process. Managing mobile devices is going to be an increasingly important part of what IT deals with in 2012. My prediction: It's only a matter of time before some big-name company loses important corporate data because of the failure to secure these personal devices.

— Ken Mingis, managing editor, News, Computerworld

Most significant story of 2011: iPhone replacing the BlackBerry as the corporate standard mobile device, in terms of new and replacement devices. iPhones are now the top-selling smartphones in business. And the implications go far beyond an individual product's sales. First and foremost, it represents that the "consumerization of IT" phenomenon is both real and powerful. The iPhone is not an IT device, it's a user device that has enough IT-oriented capabilities to evade IT blocks against it. We'll see that same shift occur in other "bring your own tech" areas, such as Macs, cloud services, user-selected apps, Windows 8 tablets and more in 2012. Second, the iPhone's preeminence changed the expectations and opportunities for mobile and remote workers — the idea of a pocketable computer is now cemented, and businesses have rethought cellphones as a new kind of computing device that makes employees more productive and more capable in all sorts of new contexts.

Gruman

Crystal ball: I think we'll be talking a year from now about the seismic shift in the makeup of the industry's leaders. I believe we'll see HP, Dell, Cisco and certainly RIM greatly reduced in stature and importance. RIM may not even make it till this time next year. I don't think HP or Dell will die, but they will become legacy companies that, barring a wholesale reinvention such as what IBM did to regain importance, we won't be thinking much of. Cisco will retreat to its own legacy market, having overextended in the last two years in an attempt to be more than a niche powerhouse. On the software side, Adobe is in the same camp. EMC VMware may be as well, but I think it will be more like Cisco: not a shrinking power like Adobe but a niche power that retreats to its strong niche. Microsoft will either join them or, if Windows 8 succeeds in reinventing it as a mobile-to-desktop continuum powerhouse, pull an IBM and once again be a real driver of positive technology change. Apple will still provide the key inspiration for our collective future, but Microsoft will be the bigger driver of it actually happening in terms of volume and reach.

— Galen Gruman, executive editor, InfoWorld

Most significant story of 2011: The death of Steve Jobs. What else could it be? Apple's rise to prominence is the biggest story in the tech industry of the past decade. Steve Jobs' companies created the first mass-produced personal computer, redefined the personal-computer interface, created the idea of the computer-animated feature film, changed how we purchase and consume music, altered the telecommunications industry forever and finally made tablet devices a success. He'll go down as perhaps the most notable person in the history of this industry, and his passing forced us all to reflect about his influence.

Snell

Crystal ball: Android fracture. I think more companies will attempt to do what Amazon has done and use Android as a basis for products but not involve Google. In fact, I wouldn't be surprised if we see a wave of Android-based tablets and smartphones from companies other than Amazon that are integrated with Amazon's media services and app store.

— Jason Snell, VP/editorial director, Macworld U.S.

Most significant story of 2011: I believe the most significant trend for this year was the rise of cloud technology, both public and private. We saw here in the Czech Republic many companies starting with this technology. Also main telecommunication operators announced that they will open cloud services for public in the year 2012.

Dolejs

Crystal ball: I think the most visible trend for the year 2012 will be mobility. It will drive productivity in the enterprise. Price will be the key for the year 2012.

— Radan Dolejs, editor-in-chief, Computerworld Czech Republic

Most significant story of 2011: Without doubt, it was the death of Steve Jobs. His impact on the IT landscape was profound and incomparable, and the industry is richer for it. It may seem strange — and perhaps a bit macabre — that the 'biggest' IT story of 2011 was of somebody's death. But it wasn't just about the death of an IT visionary — it was about Jobs' life, his achievements, his drive and, ultimately, his legacy. If you want a poster child for the consumerization of IT, it's the iPad. Enough said.

Swan

Crystal ball: I think the trend toward mobile technologies still has some way to play out in the enterprise; organizations are, at this stage, just beginning to understand the implications these technologies will have on the workforce in terms of productivity. The undercurrent of the mobile trend is the consumerization of IT, and I think, once CIOs understand how best to enable their organizations in this regard, we will begin to see some very innovative business implementations.

— Georgina Swan, editor, CIO Australia

Most significant story of 2011: From PC Advisor's consumer tech perspective, 2011 has been the year when the shift from desktop to mobile went from theory to reality for our readers. Head and shoulders above all other products in

continued on page 6

this space is, of course, the iPad, but the really significant product that launched in 2011 was Android 3, Honeycomb. Why? To be selfish for a moment, writing about something as diverse, buggy, infuriating, malleable and fun as Android makes an editor's life a lot more interesting than talking about plain old Windows for the desktop and iOS on tablets. Much more importantly, for the first time since the original iPad launched Apple now has genuine rivals in the third device space, as manufacturers such as Sony and — in particular — Samsung have twisted Android and created great products in sizes ranging from 2 inches to 12 inches.

Egan

Crystal ball: Next year is all about Windows 8: a point upgrade for the desktop, perhaps, in that it merely adds an app store and the Metro interface to Windows 7. But in the mobile and tablet space we should have a three-way shootout between iOS, Android and Windows. It will rationalize in time, but it makes next year look like a lot of fun for us.

Which does of course leave aside the *really* big story of 2012: PC Advisor's 200 print issue, on sale January 5th!

— Matt Egan, editor, PC Advisor, IDG U.K.

Most significant story of 2011: I'd have to choose the consumerization of IT — that is, using commercial mobile apps, cloud applications and social networks for business purposes. It's similar to the '80s PC revolution: The IT department can't give me what I need, so I'm going to go out and buy technology with or without IT's approval. It will take a while for IT to hammer out workable policy frameworks around consumerization to reduce security/compliance risks and avoid redundancy and fragmentation.

Knorr

Crystal ball: Next year I think the private cloud is going to pick up momentum. Basically, IT is under enormous pressure to increase agility and effectiveness — by adopting technologies and techniques pioneered by public cloud service providers. On the one hand, we have VMware creating a huge stack of solutions to manage everything from virtual servers to storage to enterprise applications; on the other we have OpenStack, an open source effort for handling much the same stuff, with backing from Cisco, Citrix, Dell, HP, and others. The bottom line is that IT managers need to boost efficiency dramatically or risk losing chunks of their operations to public cloud providers. It will be fascinating to watch that play out.

— Eric Knorr, editor-in-chief, InfoWorld

Most significant story of 2011: 2011 was the year social media really came into its own as an effective tool for political activism. Nothing underscores that more than the day in late January when Egypt's embattled government realized technology was a weapon, and in an unprecedented move pulled the plug on the country's connections to the Internet and took down mobile phone service. Egyptians regained access to technology and used it as a powerful organizing tool in the Arab Spring that ultimately ended the Mubarek regime. Even in the U.S., would the phrase "the 99 percent" have entered our lexicon so quickly without Twitter and the #ows hashtag?

Heichler

Crystal ball: Many unresolved fights over intellectual property in the technology industry will play out in the coming year. The most closely watched lawsuits target Google's Android operating system and devices that use it, but they do not appear to be slowing Android's momentum in the mobile space going into 2012.

— Elizabeth Heichler, editor-in-chief, IDG News Service

Most significant story of 2011: The tsunami in Japan. Aside from numerous lives lost, various businesses were either destroyed or so adversely affected that global supplies of products and materials took months to restore. A timely reminder for CIOs to look beyond the obvious when implementing business continuity and disaster recovery plans.

Seow

Crystal ball: Tablets will go mainstream. More powerful tablet devices will replace desktops and laptops for e-mail, social computing, communications and knowledge sharing.

— T.C. Seow, editor, CIO Asia

Most significant story of 2011: Cloud computing. As it evolved from theory to lots of products and services, it created new companies (and jobs). And it will not stop there, consolidating as a market reality for the coming years.

Crystal ball: BYOS (bring your own security). We see the convergence of virtualization, mobile devices, cloud services, unified communications (voice and data) and a mix of new devices (smartphones, tablets) that are moving from the personal side to the corporate environment. In this context, the IT/security team will have to deal with big challenges in 2012: to allow and choose in which circumstances these devices can go into the company. They have to cope with how to manage smartphones, tablets, etc., that have corporate apps in a device also used for personal needs. The security of devices and networks will be a great challenge next year.

— Pedro Fonseca, editor-in-chief, and João Nóbrega, editor, Comptuerworld Portugal

Most significant story of 2011: Better management of unstructured data: Oracle's recent acquisition of Endeca for over a billion dollars is an indicator of great change in the management of large databases. Structured databases seem to have reached a limit, showing difficulties in efficient real-time response to the challenge of managing large amounts of information from different sources. With vital business data distributed across a myriad of applications that organizations must take into account (social networks, 2.0 web platforms, email, CRM tools, and so forth), next year we will undoubtedly see a higher degree of interoperability between solutions that aim at gathering, analyzing and interweaving the information coming from this great variety of sources. Through the acquisition of Endeca, Oracle extends beyond its comfort zone for the first time but is also adding to its current functionalities the possibility of getting information from new sources to provide more precise tools for analysis.

— Marcelo Lozano, director, CIO Latin America

Most significant story of 2011: I think the biggest technology story of 2011 was the use of social media to organize and report on the Arab Spring uprisings. Obviously, this revolution wasn't built on tweets alone. But when the embattled government of Egypt feels it needs to shut down the country's access to the Internet to maintain control, it shows the power of social media to organize the revolutionaries and inspire their supporters around the world.

Albro

Crystal ball: I think 2012 might be the year that privacy finally comes to the forefront of our discussions of technology. The courts will rule on whether the federal government can, without a warrant, put a GPS tracker on your car. But that surveillance is almost insignificant compared to the vast amounts of data that companies like Facebook, Google and Apple gather about us. And those companies are governed by few of the restrictions the Constitution imposes on the government. The time seems ripe for the public to really start considering whether they're comfortable with Mark Zuckerberg or Larry Page as Big Brother.

— Ed Albro, editor, PCWorld U.S.

Most significant story of 2011: The most significant event of 2011 was the death of Steve Jobs. He was a power brand in his own right, and, of course, stood as the head of an organization whose products really did change the game in a profound way. Jobs reached people on a personal level well beyond the borders of the IT industry.

The most significant trend was the consumerization of IT. We are seeing the ultimate merging of the professional and private. No longer are employees just bringing work into the private sphere, they have started to bring their private sphere — most notably their digital consumption patterns — into the workplace. And, of course, this isn't just a device-centric trend but extends to applications as well. In 2011 we saw the top of the iceberg.....

Ørskov

Crystal ball: The continued consumerization of IT. For IT departments this really is a massive paradigm shift. At the same time It heralds the demise of an IT culture based on centralized standardization and introduces a significant loss of power within the IT organization. Power goes to the end user, however, the responsibility for effective, optimized, cost effective and, above all, secure IT operations remains with them.

— Line Ørskov, editor-in-chief, IDG Denmark

Most significant story of 2011: Steve Jobs passing away was the biggest IT-related story of the year. He led the biggest business comeback in history and now his absence casts a shadow on the future of the iEmpire.

Oksanen

Crystal ball: In terms of 2012, we expect that the rise of "the third ecosystem" in the mobile space will be the biggest trend to follow. Both Apple and Android camps have lost some momentum recently. So Microsoft and Nokia together may just be able to seize the opportunity with the new Windows Phone platform.

— Antti Oksanen, publishing partner, Talentum

Most significant story of 2011: The telecom operators in Singapore have made significant inroads into the enterprise IT space through cloud computing. They have launched a variety of cloud-based offerings that are based on partnerships with vendors like VMware and Symantec. Their target customers are small to mid-size companies. These organizations tend to have minimal IT departments. Spending power-wise, their technology budgets are dynamic. They prefer dealing with one to five vendors that can offer multiple services or products. The operators started off from simple offerings like data center hosting and data connectivity. It has been a starting point for them to place more services and products like cloud-based applications. With money from mobile phone, broadband Internet and cable television markets starting to even off, these operators see the enterprise IT space as their new revenue-generating playground.

Loo

— Jack Loo, editor, Computerworld Singapore WU

IDGers celebrate the holidays with cheer and charity

IDG employees from San Francisco to Sydney rang in the holiday season in a variety of ways, from business unit parties to helping out the less fortunate.

LYNN HOLMLUND

*For the second year, Network World Editorial Program Director **Keith Shaw** (above right with IDG Enterprise Editorial Operations Manager **Cheryl Crivello**) organized a holiday Gift Guide raffle to help benefit a local children's hospital. The raffle gives away tech products collected for the Network World Cool Yule Tools Holiday Gift Guide (the items are those that vendors don't want returned) to IDGE staffers who donate $10 for a chance to pick one item. This year more than 75 items were up for grabs, and the money raised was given to the University of Massachusetts Memorial Hospital's Pediatric Intensive Care Unit and Child Life Center in Worcester, Mass. Below, Crivello and Shaw with IDGE Associate Managing Editor **Ryan Francis**.*

IDG WORLD UPDATE

*PCWorld U.S. held its Christmas party at a bar across the street from the San Francisco Giants' AT&T Park. Among the partygoers above were (l-r): President and CEO **Mike Kisseberth**, Senior Executive Administrator **Caroline Ward**, VP, Human Resources **Kate Coldwell**, Account Director **Cindy Hamilton** and Sales Associate **Chrissy Schneider**. Below are Sales Project Manager **Tina Marfori**, Web Producer **Ryan Medlin** and Sales Program Designer **Eduardo Ribiero**.*

*(Photo at left): The CIO Executive Council had an "ugly sweater" contest during their holiday party in Framingham, Mass., last week. The winner was Pathways Engagement Strategist **Sherri Reardon** (front, with the flashy gold garland). Most of the employees made their own sweaters, and some ransacked their closets and pulled out ones from the past. CIO Executive Council SVP and General Manager **Pam Stenson** is in the front row with the green bow. The group also participated in a 'secret snowflake' gift swap.*

Small but mighty, this "Charlie Brown" Christmas tree had a place of honor at IDG International Publishing Services" Festivus celebration in Boston.

MARYFRAN JOHNSON

*Computerworld U.S.'s editorial staff came together for a holiday photo opportunity. Front row (l-r): Research Manager **Mari Keefe**, Editor-in-chief **Scot Finnie**, Copy Editor **Christina Collins**, Managing Editor, Online **Sharon Machlis**, Executive Assistant/Office Services Manager **Linda Gorgone** and Managing Editor, Technologies **Johanna Ambrosio**. Back row: Managing Editor, Features **Ellen Fanning**, Features Editor **Tracy Mayor**, News Editor **Mike Bucken**, Senior Reporter **Lucas Mearian**, Blogs Director **Joyce Carpenter**, Managing Editor, News **Ken Mingis**, National Correspondent **Rob Mitchell**, Senior Editor **Matt Hamblen**, Online News Editor **Marian Prokop**, Senior Associate Online Editor **Ken Gagne** and Managing Editor, Copy and Production **Bob Rawson**.*

HANS UMA

*Every holiday season, IDG's Corporate Services Group in Framingham, Mass., organizes a Giving Tree for charity. This year's elves included (l-r): Credit Analyst **Cathy Garland**, Executive Assistant **Michelle Chase**, Account Payable Supervisor **Barbara Duphily** and Senior Credit Analyst **John Robison**.*

*(Above): IDG Germany held its holiday dinner party at its Munich office, where Online Account Director **Thomas Jank** (at right with IDG Germany President & CEO **York von Heimburg**, with microphone) was one of eight raffle winners. Jank won the first prize gift of a business-class flight to his choice of destination anywhere in Europe.*

IDG Australia held its holiday party with a staff meal at a Sydney sailing club (above) followed by indoor and outdoor games, including bocce ball (at left).

offline for fun

God Jul! IDG Sweden's "best party ever"

IDG Sweden welcomed the holidays in early December with an elegant dinner at Stockholm's Nalen, a concert hall-cum-restaurant and conference center. A high point of the evening was the chance for employees to raid the costume box provided by local costume supplier Glimps and then pose for photos that were displayed on large screens during the dinner. Video Producer **Mikael Hall**, with a little help from Marketing Manager **Martin Fältström**, also put together a fast-paced video collage of the year in review. "The party was a great success," Fältström said. "Some people have even called it the best party ever."

*(Above): IDG Sweden revellers enjoyed dinner, disco dancing and dressing up at Stockholm's Nalen. (At right): IDG Sweden Marketing Manager **Martin Fältström** with some holiday helpers.*

*(At left): Internetworld's Event Manager **John Sundstrom** and Circulation Manager **Sara Lidenmark** before and after they rummaged through a box of costumes and props provided by Stockholm costumer supplier Glimps. Photos of the IDG Sweden employees who let their imaginations run free were shown during the holiday dinner.*

*(Below): IDG Sweden staff were treated to music from Sanfrandisco, a band featuring **Dennis Lodin**, former IDG Sweden CFO and now publisher of CFOworld, on guitar, here shown in both guises.*

For more IDG holiday photos, see pages 8-9.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Frank Gens *IDC*
IDG Netherlands
Martin Faltström *IDG Sweden*
Julie Kim *IDG Korea*
Mike Kisseberth
IDG Consumer & SMB
Katherine Park *IDG Korea*
Søren Queitsch *IDG Denmark*
...and all the contributors to the top story/predictions and holiday party roundups.

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.